

School of Pharmacy NOV 1938  
University of Maryland EST. 1906

# The American

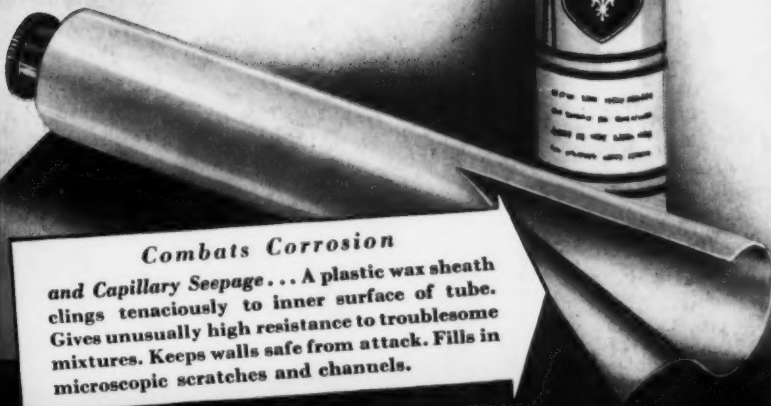
## P E R F U M E R

### O S M E T I C S · T O I L E T P R E P A R A T I O N S

# Announcing

## The NEW WIRZ Tube Service

**Internal Wax Coatings  
for troublesome  
corrosive products**



**Combats Corrosion  
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clings tenaciously to inner surface of tube.  
Gives unusually high resistance to troublesome  
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applied collapsible tubes with lacquered  
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protect product, package and goodwill  
. . . how they increase your sales  
advantage and create new sales oppor-  
tunities. Better still, let us send you  
some of these new waxed tubes for a test.

**COLLAPSIBLE METAL TUBES  
LACQUER LININGS  
PROTECTIVE WAX COATINGS**

**A. H. Wirz, Inc.**  
Established 1836  
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**METAL SPRINKLER TOPS  
HOUSEHOLD CAN SPOUTS  
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VIDAL-CHARVET  
*Gardenia*



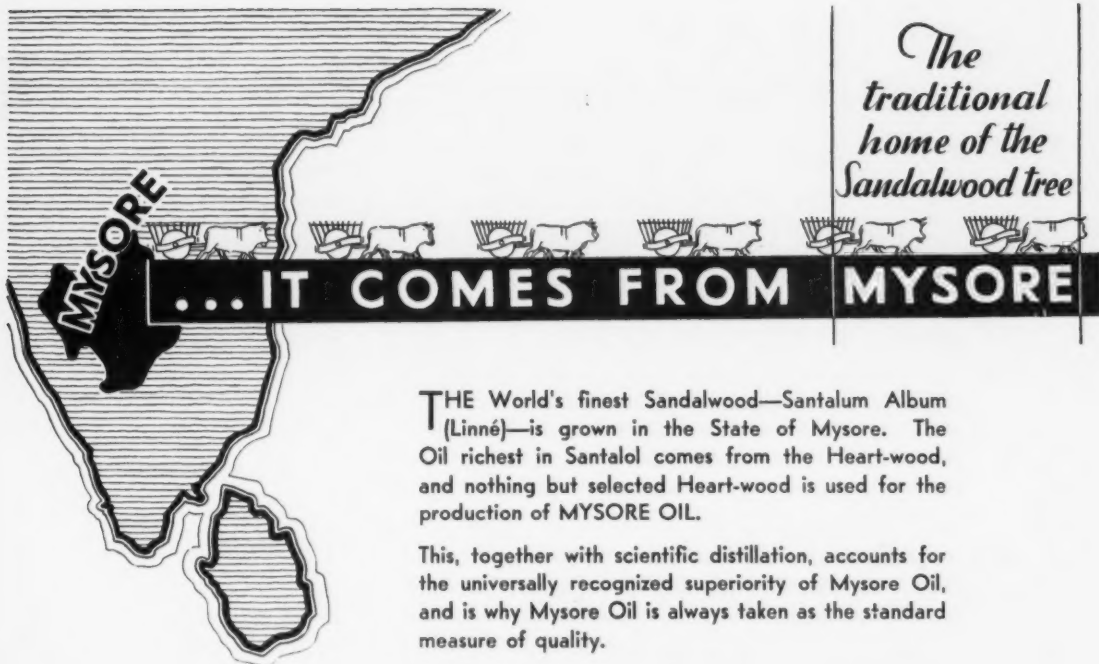
THE SHEER artistry of this Vidal-Charvet Gardenia is sufficient to commend itself to you. If ever a superb specialty was true-to-life this faithful reproduction achieves that distinction. You will find it to be of the French type, so adapted as to be commercially practicable for the American markets. Treat yourself to a sample of this exquisite Gardenia. Remember—this is only ONE of the deluxe Vidal-Charvet Specialty Group.



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Distilled at our Linden, N. J. plant and offered only in original sealed and numbered containers.

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"*De Oldeste Essence Distillers*"

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INCORPORATED

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(INCORPORATED)

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CABLE ADDRESS GUALACUM, NEW YORK  
CODES  
A. B. C. AND COSMOPOLITAN

October 3, 1938

### TO THE TRADE:

Having assumed the responsibility of directorship of the perfume laboratory of this company, I feel that it is quite appropriate at this time to acknowledge with gratitude the encouraging response I have received from my friends.

I anticipate the pleasure of your continued patronage and also the privilege of cooperating with you on your perfuming problems as they arise from time to time. New and rather unusual plans are being formulated for the merchandising of our perfume oils and many new types of odors are in the process of development.

A catalog, devoted exclusively to compounded perfume oils, is being edited and will be distributed in the near future. A new angle on the listing of products and a treatise on the blending and creating of odors, in this catalog, should prove of genuine interest to you.

Confident that my association with GEORGE LUEDERS & COMPANY has placed me in a position to render greater service, I solicit your inquiries and assure you they will have prompt and intelligent service.

Most sincerely,

GEORGE LUEDERS & CO.

*K. W. Uferkel*

Director  
Perfume Laboratory



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TOILET  
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POWDER, PASTE  
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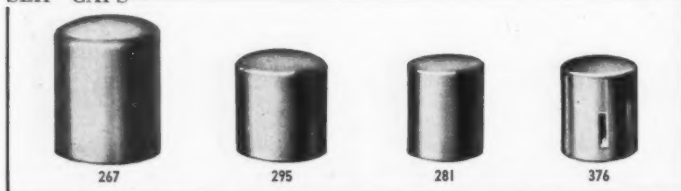
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### SLIP CAPS



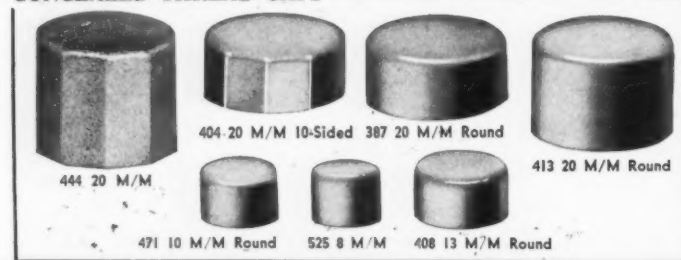
### TALCUM CAPS—Plain & Knurled



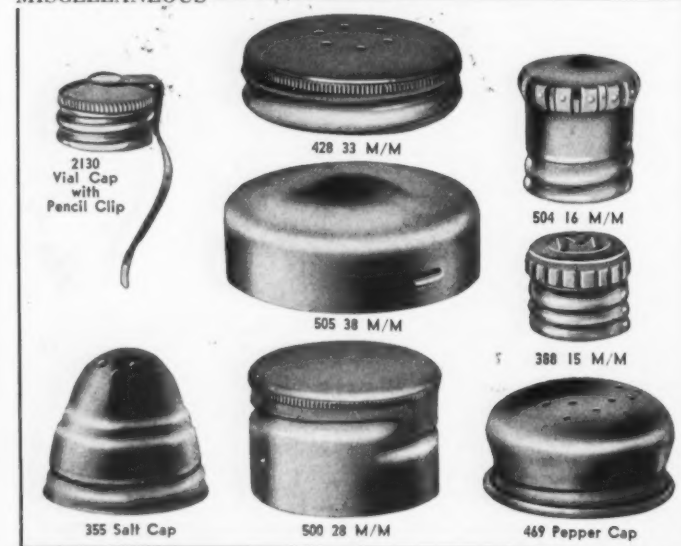
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For perfumes, talcum and tooth powder, bath salts, lotions, etc. Furnished in a variety of designs in fancy metal—plain brass—aluminum—brass nickel plated—nickel silver—stainless steel . . . Enameled caps, all colors. Our "Negative Finish" resists acids, alkalies and alcohol.

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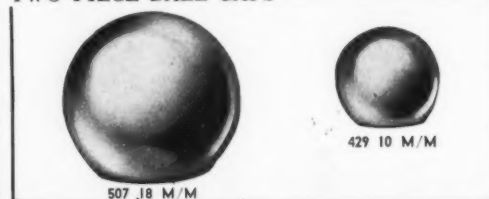
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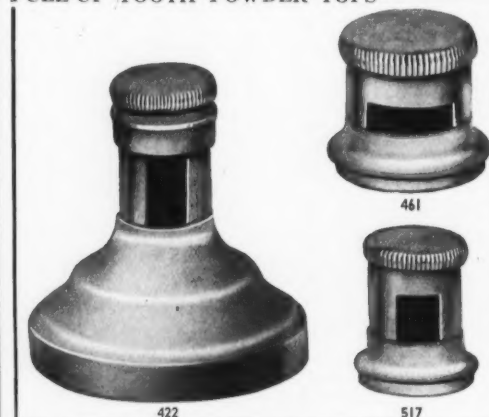
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B-G Caps for Perfumes, Talcum, Tooth Powder, Bath Salts, Lotions, Salt & Pepper Shakers, etc. . . . Sifter Top Caps, Slip Caps (Round, Square, Oval, Slotted).

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FRAYGRELLE PARENTO

*This PARENTO creation will give a new and exciting lift to your creams, lotions, powders and perfumes - - and the cost is only \$12 per pound.  
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A light and elusive variation of the ancient oriental character. This oil is suitable for use in the entire line of cosmetics.

*\$13 per lb.*

## CONTINENTAL PINK

A spicy, well rounded bouquet built around the sparkling carnation note. This may be used in perfume, toilet water, powders and lotions.

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## MODISTE

A popular and lasting fragrance following the modern French trend. This scent is especially pleasing in powders and is also effective in perfume and toilet water.

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## FRIVOLITY

A gay new perfume style sweet, and subtle. This creation is ideal as a perfume and is also suitable as a powder, talc, toilet water and lotion odor.

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**T**HERE you have the fact and the reason for it. Quality and fair price have made Exchange Brand the fastest selling oil of lemon in the United States by 2 to 1!

It is made in the largest plant in the world devoted



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exclusively to lemon products. Nowhere else has uniformity been so exactly attained—or the American taste so successfully met.

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It was just ten years ago last month that we took

There is little doubt that the availability of this thoroughly dependable source of true floral extractions, providing as it did an accurate measure for comparison, did much to influence and raise the then existing standards of perfume materials coming from abroad. In view of this, it seems not unbefitting the occasion that we pay this small tribute to the benefits we and the industry have gained by these ten years' association with Seillans.



# BUILD YOUR COMPOSITIONS

## ACINTHIA



One of the most difficult fragrances to duplicate is that of Hyacinth as is evidenced by the shallow, chemical-like quality of most imitations. We have avoided this condition completely in ACINTHIA and recommend it on the strength of its delightfully fresh and valued plantlike character. May be used in many different compositions.

## HELIOTROPE FLEURS CONCRETE



Heliotrope, like Lilac, is one of Nature's most appealing scents. Extraction of its essential odor principle, however, has never been fully achieved, although a precise duplication of its fragrance has been. HELIOTROPE FLEURS CONCRETE provides you this fragrance in convenient, concentrated, economical form. It is a material of remarkable versatility.

## AVRYLLIS



Of all the florals, none is more popular or in wider use than Lilac. An investigation of AVRYLLIS will convince you that here is one of the most exquisite duplications of Lilac yet achieved. We base this statement upon opinions expressed by some of the industry's most experienced perfumers. Available in three grades for every type of product.

## LYLIUM



This important FRITZBRO Specialty possesses all of the qualities that make Lily of the Valley so valuable to the creative perfumer. Skillful blending of the finest possible ingredients has enabled us to reproduce this popular fragrance in all of its refreshing delicacy and beauty of odor. It blends perfectly with other bases and aromatic chemicals. Three grades available.

## ENFLEUR



Combining the spiciness of Dianthus and Carnation, the depth and subtlety of Rose, and the unfailing appeal of Lilac, ENFLEUR actually has a three-in-one appeal. A perfume of rare beauty, freshness and vitality, it assures original effects whether used alone or in combination with other blends. Intense, stable, persistent—and economical.

## OAK MOSS BODY



Here is an important new addition to our line. One and a half times as strong as the Absolute, it sells at less than half the latter's price. Also, being practically free of chlorophyll, it may be used more generously and with consequent enhancement of the delightful, woody note for which Oak Moss is valued, but without the usual risk of discoloration to the composition.

## OPOPANAX, F. B.



Our synthetic version of this interesting and important resin reproduces its characteristic balsamic odor with faultless fidelity. An indispensable material for compounding perfumes of the heavy, Oriental type, it is also one of the most valued constituents used in the modern and very popular French type bouquets. Use it for correct odor effect and economy.





# UPON THESE STURDY FOUNDATIONS

## DIANTHUS

This is a recent addition to our popular group of FRITZBRO Synthetic Flower Oils. It is especially useful in the preparation of Carnation compositions and French type bouquets. It blends readily with other ingredients and imparts a nicely modified, mellow spiciness more agreeable than the harsher spice notes usually encountered. Fixation value high.

## LINDEN BLOSSOM

Highly fragrant, diffusive and lasting, this improved version of the Linden (or Tilleul) imparts sweetness, persistence and roundness to floral compositions. It represents the true odor of the flower without the presence of objectionable chemical by-notes. We recommend our LINDEN BLOSSOM for use in any type of product—powders, creams, lotions, etc.

## JASMINE

Heavily backed with the natural flower oil, this Synthetic JASMINE represents the true odor of the extracted oil. It is one of the most frequently used of all the florals. Hardly a perfume is made that does not derive some of its beauty of fragrance from the addition of Jasmine. Our product possesses excellent solubility, is highly stable and very lasting.

## MAY BLOSSOM

Our perfume specialists have successfully recreated the natural fragrance and delicacy of the fragile May Blossom in this exquisite material. It may be used in floral bouquets or as a base for finished perfumes. In the latter case little manipulation is required. Very lasting, will not discolor, and lacks the heavy, fatty note sometimes found in May Blossom specialties.

## SWEET LILAC

This is of the Purple Lilac variety. It produces the full, rich odor of the living flower, enhanced as in Nature by the leafy fragrance of the plant. This material, too, has the widest of application and because of its splendid solubility, stability and persistence, it is a most satisfactory ingredient to use. May be used freely in any type of perfumed product.

## ORANGE FLOWERS TERPENELESS

This is a true reproduction of the natural Orange Flowers Concrete. Being more soluble in alcohol than the latter, it can be used in greater proportion and with less discoloration. It produces exquisite effects, most economically, in all compositions requiring the Neroli or Orange Blossom note and in bouquets of the Heliotrope and Sweet Pea types.

Described briefly on the page opposite are seven of our most useful and important FRITZBRO Specialties, while directly above are six popular and highly adaptable FRITZBRO Synthetic Flower Oils. Upon request we shall be glad to supplement this information with additional data of value to the perfumer, together with samples if desired. By building your perfume compositions upon the sturdy foundation of these materials, you can be sure of truly satisfying results.

# FRITZSCHE BROTHERS, Inc.

PORT AUTHORITY COMMERCE BLDG., 76 NINTH AVENUE, NEW YORK, N. Y.

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FACTORIES AT CLIFTON, N. J. AND SEILLANS (VAR) FRANCE

# LABDANUM

## *for Fixation and Fragrance*

BECAUSE of their superb quality and favorable cost, these fine products of our Seillans Plant are being called upon more and more to play their important dual role of Fixation and Fragrance in soap and perfume compositions.

### ABSOLUTE OF LABDANUM SEILLANS

This represents the clean, refreshing fragrance of labdanum at its very best. Pure and undiluted, it provides the key note for many of the finest perfume compositions.

### CONCRETE LABDANUM SEILLANS

A superior perfume and fixation material for soaps. Will not discolor, therefore particularly useful in the manufacture of white soaps. Possesses a fine, pervasive odor that stands up almost indefinitely. Valued in perfume compositions for its odor contribution and effective fixation.

### RESINOID LABDANUM, F.B.

One of the most widely used of all the gums and balsams. It provides a superlative means of fixation and imparts a delicately agreeable note to the odor complex. Effective and inexpensive.

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## NEW CONVENIENCE!

Look at the unique design of this container for brilliantine. . . Easy to hold when the hands are slippery. Easy to pour. This container "*thinks*" of the user—and the customer thinks of the container when he's ready for more. Another **Salespackage**.



## NEW BEAUTY!

We call it the "Sunburst" line, consisting of four flaconettes  $\frac{1}{8}$ ,  $\frac{1}{4}$ ,  $\frac{1}{2}$ -oz. and a 3-oz. size. Here beauty helps sell many products that must have "atmosphere."



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**SERVICE FOR THE TRADE EXCLUSIVELY—**

COMPACTS . . . ROUGE & POWDER

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(All indelible shades—  
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*permanently antiseptic*

Do not confuse these powder puffs with so-called sterilized puffs. Sterilization is only a temporary condition, ineffective with the first use of the puff.

ASEPTIPUFS are permanently antiseptic because our velours and wools are treated with antiseptics when manufactured. The puffs remain antiseptic throughout its life, or until washed. The inhibitory action is constant—*always* on the job battling Bacteria, protecting the reputation of your cosmetics. WRITE TODAY for literature and samples.

All our products are guaranteed for chemical purity.

For your further protection, Products Liability Insurance is carried.

**OXZYN COMPANY**

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SINCE 1877

**ORIGINATORS OF NATURAL ROUGES**

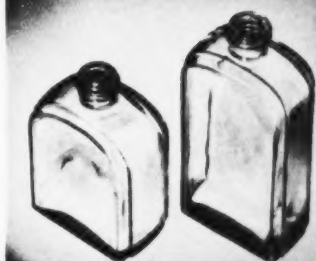
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Telephone calls originating in New York will be accommodated  
through REctor 2-8360. In Jersey City Phone Delaware 3-2560.





STYLE 360



STYLE 361

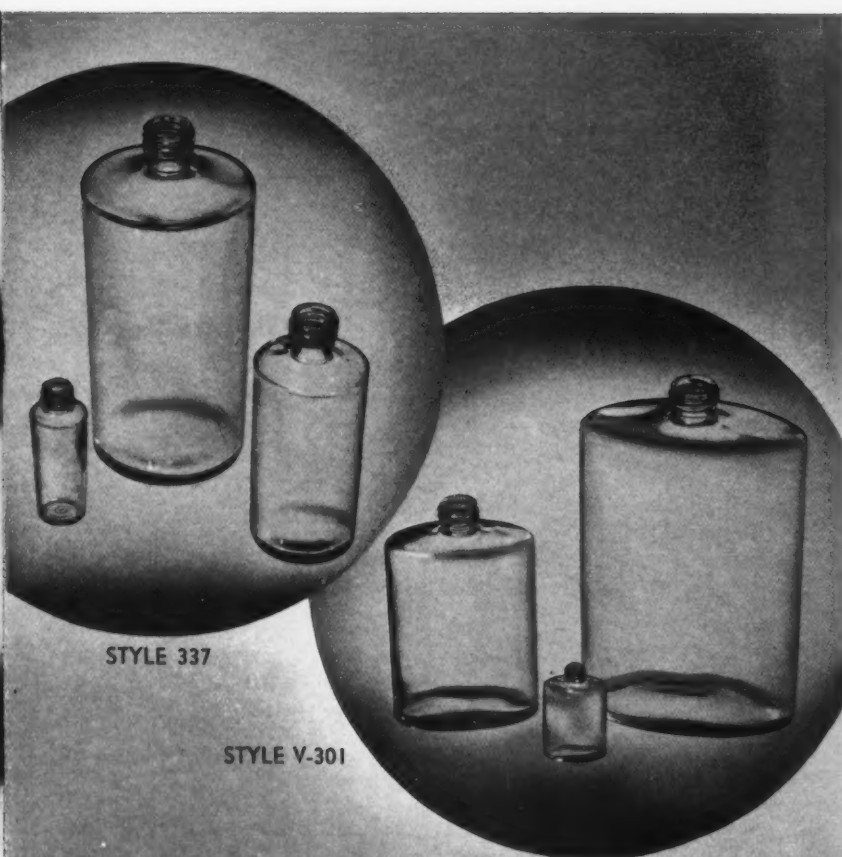


STYLES B B4



STYLES 9 17

This series of informal catalog pages is being published to facilitate your selection of the right stock bottle for your particular need. We suggest you file this page for future reference. New sizes are constantly being added to our line. If you want a size not listed for any style illustrated, ask us for price quotation on your requirements.



STYLE 337

STYLE V-301

## INFORMAL CATALOG PAGES

No. 1 of a series showing the variety of CARR-LOWREY stock bottles suitable for drug, cosmetic and similar products.

### STYLE 337—AVAILABLE IN TWELVE SIZES

Cap'y.	Finish	Cap'y.	Finish
1 dr.	425-13 mm	3 oz.	415-10 mm
2 dr.	425-13 mm	4 oz.	415-22 mm
4 dr.	425-15 mm	6 oz.	415-22 mm
1 oz.	415-10 mm	8 oz.	415-22 mm
2 oz.	415-10 mm	12 oz.	415-24 mm
1 oz.*	400-22 mm	18 oz.	415-24 mm

### STYLE 360—AVAILABLE IN TWO SIZES. DESIGN PATENT #86,101

Cap'y.	Finish	Cap'y.	Finish
3 oz.	410-20 mm	4 oz.	410-20 mm

### STYLES B AND B4

B 6 oz.*	400-20 mm	B 12 oz.*	415-10 mm
		B 18 oz.*	415-10 mm

Sizes illustrated are underlined.

### STYLE V 301—AVAILABLE IN ELEVEN SIZES

Cap'y.	Finish	Cap'y.	Finish
1 dr.	425-8 mm	2 oz.	410-10 mm
1 dr.	425-10 mm	4 oz.	410-20 mm
2 dr.	425-10 mm	6 oz.	410-22 mm
4 dr.	425-13 mm	8 oz.	410-22 mm
1 oz.	425-15 mm	16 oz.	410-24 mm
1 1/2 oz.*	410-10 mm		

### STYLE 361—AVAILABLE IN TWO SIZES. DESIGN PATENT #181,510

Cap'y.	Finish	Cap'y.	Finish
3 oz.*	410-20 mm	3 1/2 oz.*	410-20 mm

### STYLES 9 AND 17

9 2 oz.	400-50 mm	17 1 oz.*	400-51 mm
---------	-----------	-----------	-----------

\*Not regularly carried in stock. Ask us for quotations.

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FACTORY AND MAIN OFFICE: BALTIMORE, MARYLAND

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● We know they keep ahead in can developments; and in research. They go the limit to give service to customers. And with their factory set-up we're always sure to get the deliveries we need."



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DELECTABLE new fragrances with typical French sophistication—and reminiscent of Paris at Christmas time. Ideal gift suggestions for yuletide promotion. And available in these four classic bouquets.

**PARFUM CLASSIC EP**

- 1.....\$30.00 per pound
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- 3..... 6.00 per pound

**PARFUM CLASSIC BH**

- 1.....\$40.00 per pound
- 2..... 20.00 per pound
- 3..... 10.00 per pound

**PARFUM CLASSIC MP**

- 1.....\$30.00 per pound
- 2..... 12.00 per pound

**PARFUM CLASSIC HA**

- 1.....\$12.00 per pound
- 2..... 8.75 per pound

In addition to these exciting perfume bases, Du Pont has a wide selection of other new modern bouquets to choose from. Write E. I. du Pont de Nemours & Co., Inc., Fine Chemicals Division, Wilmington, Del.



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*. . . ask us  
for samples . . .*

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SNOW TOP • SNOW TOP**

*Snow Top*  
*has what it takes*  
TO MAKE  
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There are many things to look for in Precipitated Chalk—chemical purity, physical uniformity, neutral character, pure whiteness, absence of grit, fine particle size, and absorbent properties; plus dependability and well-defined cleaning and polishing properties.

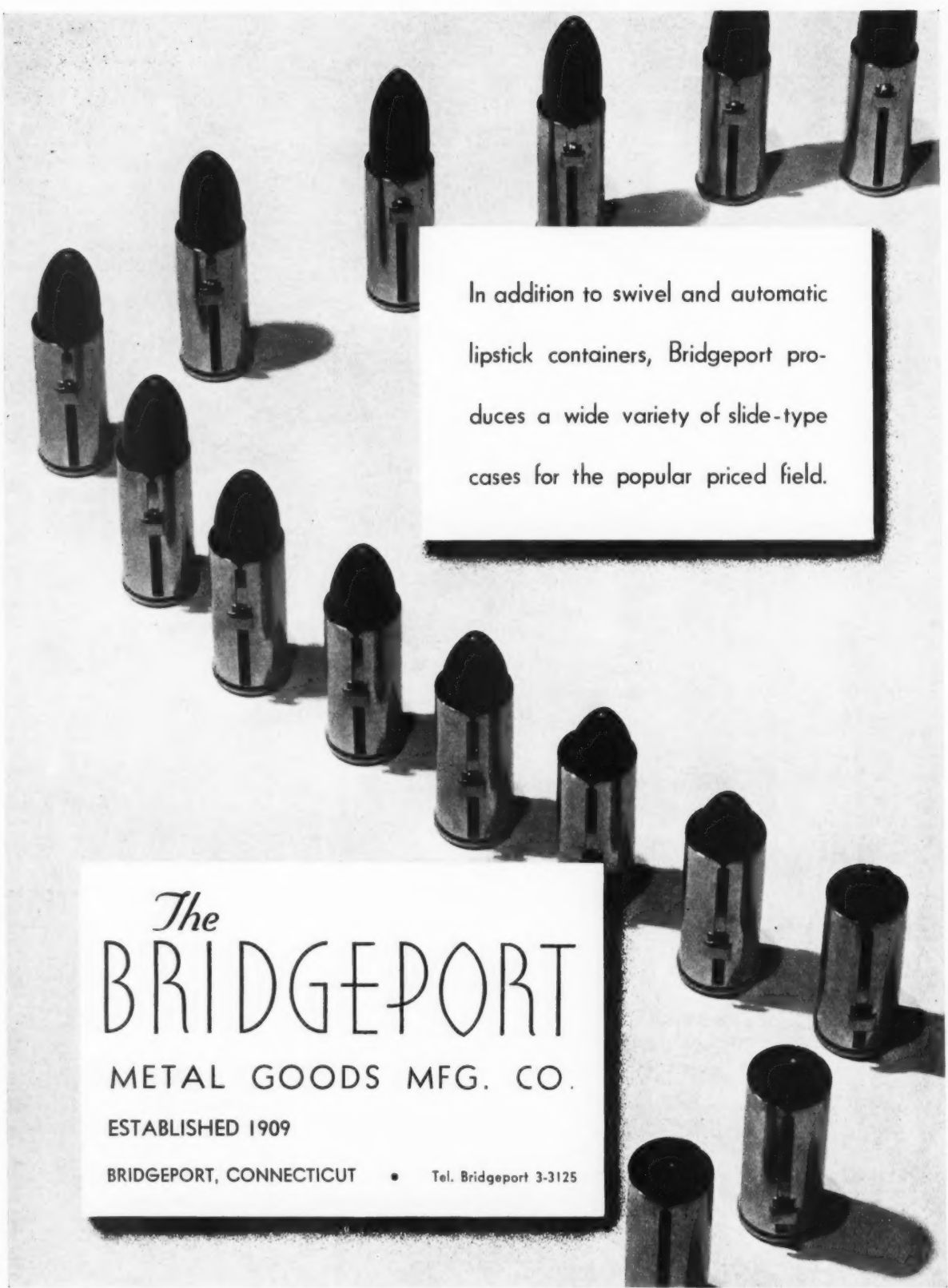
Snow Top Precipitated Chalk has all these qualities in an unvarying degree. Our patented process of manufacture makes this possible. As it progresses from the raw material to the finished product, Snow Top is given a rigid chemical examination no less than ten times.

Thus we can guarantee to consumers that Snow Top is the highest possible quality precipitated chalk.

**INDUSTRIAL CHEMICAL SALES**  
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Write for illustrated  
booklet "Precipitated  
Chalk for American  
Industry."

**SNOW TOP  
PRECIPITATED • CHALK  
SNOW TOP  
PRECIPITATED • CHALK**



In addition to swivel and automatic lipstick containers, Bridgeport produces a wide variety of slide-type cases for the popular priced field.

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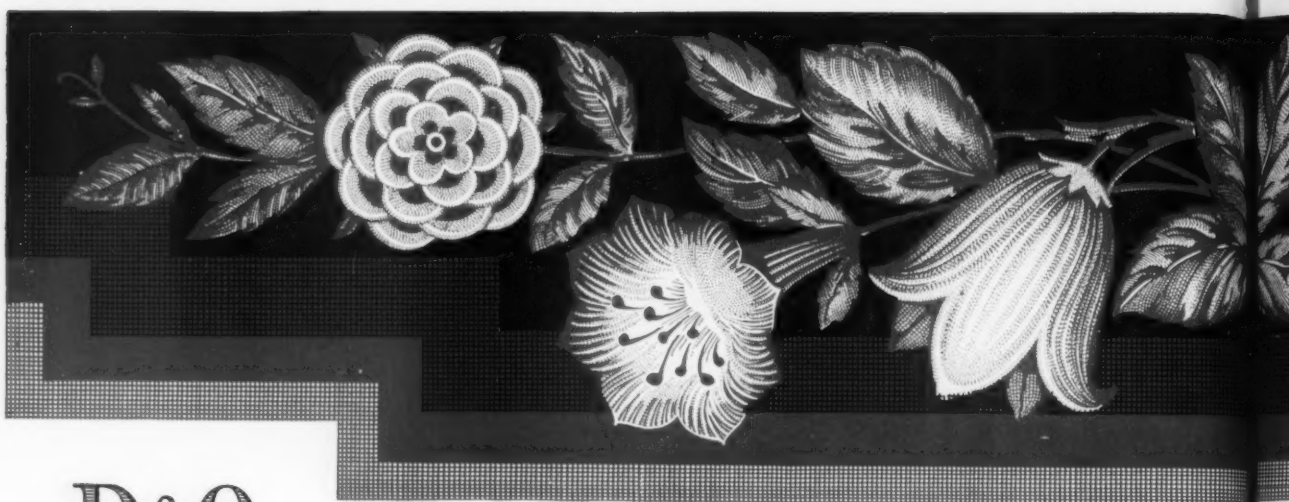
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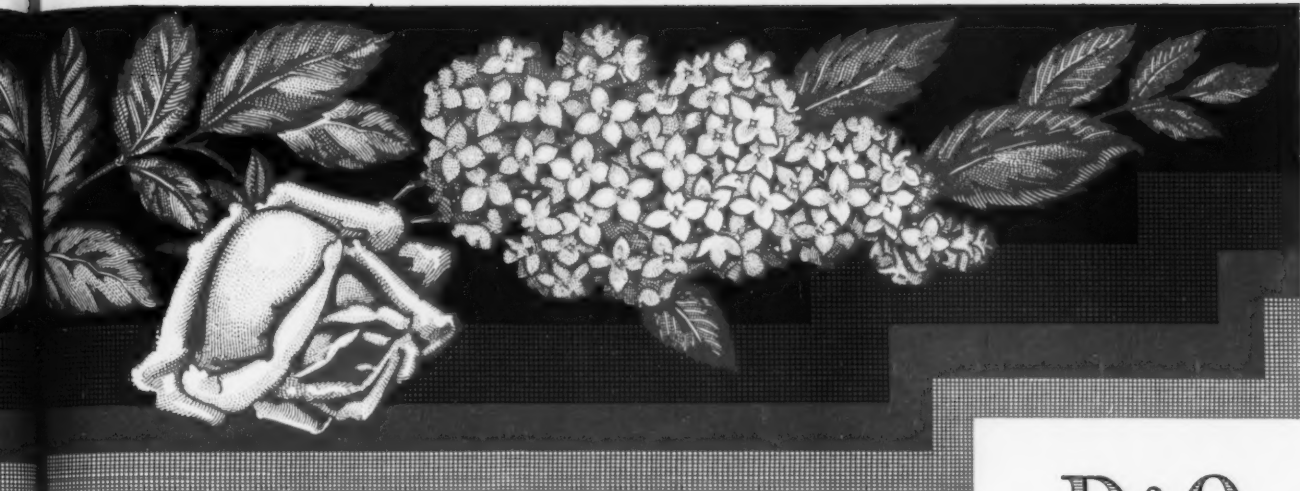
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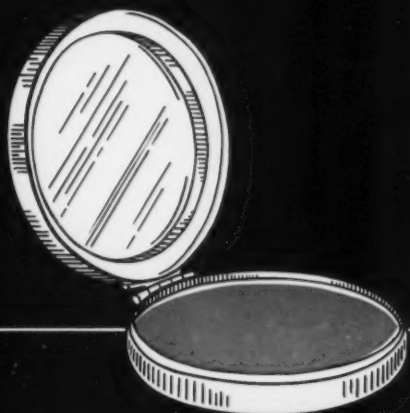
*Section 601 of the Food, Drug & Cosmetic Act says, "A cosmetic shall be deemed to be adulterated . . . if its container is composed, in whole or in part, of any poisonous or deleterious substance which may render the contents injurious to the user."*

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\*Indurite is the Scovill Manufacturing Company trade name for Alumilite finish.



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*Technical Editor*

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# THE AMERICAN PERFUMER

COSMETICS • TOILET PREPARATIONS

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# CURRENT COMMENT

## THE "TWO-PRICE" PLAN

The suggestion made by Mr. Wallace, Secretary of Agriculture, of a "two-price plan" has stirred up the National Retail Dry Goods Association. In effect, this would provide Government subsidies so that products from surpluses might be sold to lower income groups at prices below those paid by ordinary consumers for similar goods.

The N. R. D. G. A. has addressed a letter to President Roosevelt reflecting the apprehension felt by retailers regarding this "two-price plan," and suggesting that the President call a conference on the problems of surpluses, especially in the agricultural and textile fields.

It is obvious, they feel, that the distribution of quantities of products to "the lower third of our people" at below prevailing normal retail prices, would materially dislocate the retail industry, and have grave effects upon recovery problems as a whole.

They point out that there are 1,000,000 retailers, doing forty billions dollars of business, employing 3½ to 4 million persons.

It is a serious matter. A committee headed by Kenneth Collins, vice president of Gimbel Bros., New York, has been exploring the Wallace proposal for weeks.

Lew Hahn, general manager of the N. R. D. G. A. has just released the news of the suggestion made to the President. The important thing is this retail organization has registered the concern felt by its members over this "two-price plan" and its obvious consequences, so far as they can determine from what has been disclosed by Mr. Wallace.

The retail business has been improving. What effect would such a plan have upon the retail industry? Retailers buy the products of *this* industry and other industries over the entire range of consumer goods. Any movement which upsets this buying

power, upsets the orderly conduct of the thousands of manufacturers who supply the retailers, and who employ millions of workers.

## TRADE MINUS GLAMOUR?

Once again we pause to recognize and applaud the spirit of practically all manufacturers in the industry in their evident wish to cooperate with Government agencies in working out the new rules of the game, as it were.

There are some who feel that conservatism may go too far and reduce a somewhat romantic and temperamental industry to the commonplace. This would indeed be a pity. Women use cosmetics. Why? To freshen their looks and add to their charm. Vanity? Not so much. Rather a wholesome desire expressing itself. Do men like it? Yes.

Do women know just what they want? No. The best things have to be *sold* to them—as in all business. Promotion, selling, pushing—it's the source of our wealth and our national well-being. It brought ice-less refrigerators, electric appliances, automobiles, etc. to millions.

To just offer a car—as transportation—gets nowhere.

To offer one of the many home-use appliances on the grounds of utility would not get to first base.

To offer a cream, as just a good cream, is like selling bread.

All things need a setting, inducement, style, appeal—some glamour, to get across.

And lacking that, merchandise moves slowly on a basis of replacement or need. And employment slackens slowly but surely.

Desire must be created to make gains, more so in this industry than any other.

So, let's be truthful—the Government says we must—but let even the Government be mindful of the necessity of "creating a desire"—and too, be mindful of the woman's right to

buy what she *thinks* she wants—not what a government analysis may disclose as worthy from the prosaic basis of need. She seldom buys on "need." It's no fun. She buys what excites her desire. And she has that right with her own money.

## THE MARCH OF PROGRESS

Improvement in business has demonstrated itself. It was "talk" for quite some time. We really passed the bottom of the present "recession" some time ago—we didn't know it!

And the rise has none of the aspects of a boom—for which give praise!

Rather it is quite a normal filling of needs. It has accumulated body and substance during the past month.

Manufacturers really admit it. And it will continue to gather moss in a substantial way, we believe.

Crises we will have, but one far-reaching crisis seems fairly well bridged—the threat of a general war. Of course, there is war—in China and Spain. But these two conflicts, at present, touch us lightly. As the Chino-Japanese situation develops, there is much of serious portent to this country but it is not an immediate disturbing factor.

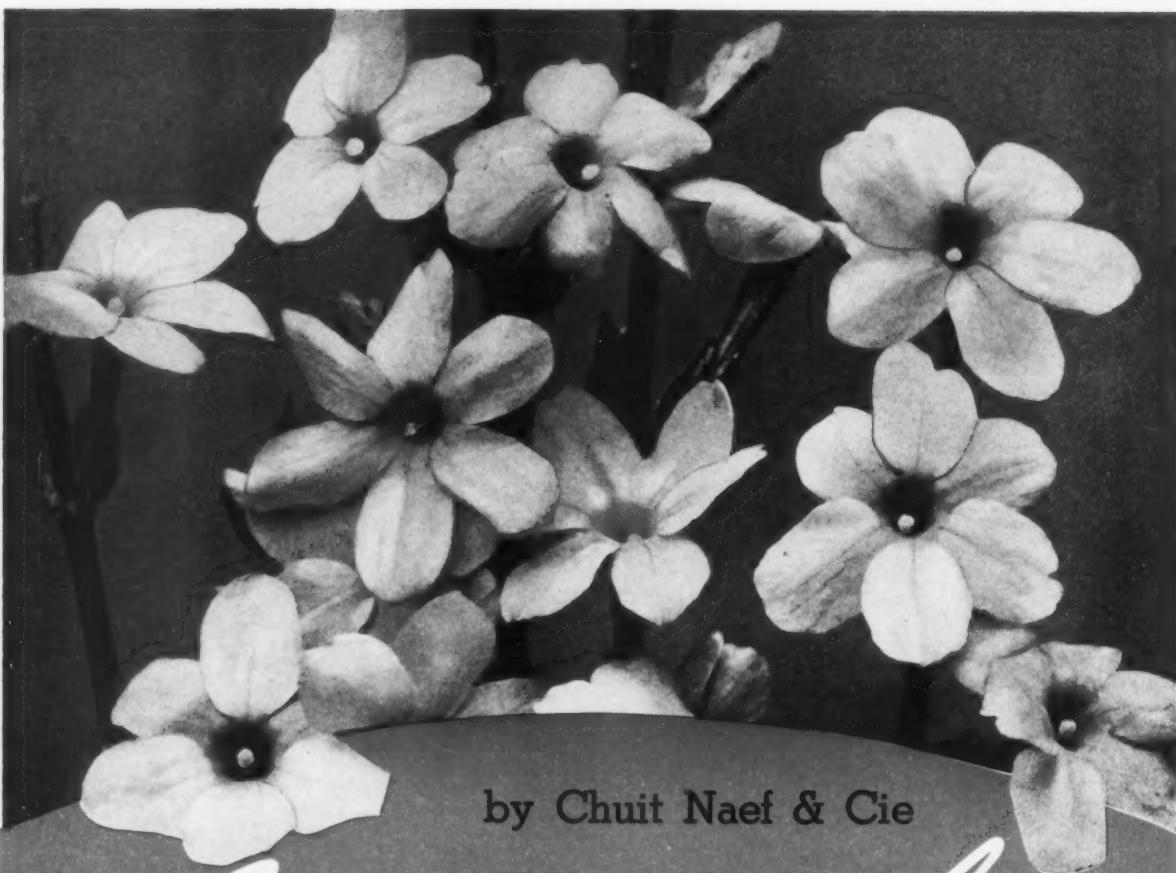
Even the political campaign and political potentialities for the near future do not seem to deter a steady improvement in business.

The next Congress holds promise of debate and counsel upon important measures. This process of orderly legislation and parliamentary handling gives assurance of sound judgment in large far-reaching governmental matters.

Controversies there will be—measures proposed that may or may not create heated situations and turmoil, doubts and fears—but if these are given publicity and ripened in debate, shocks may be avoided.

That's the hope for the coming session.

H. J. W.



by Chuit Naef & Cie

# *Jasmanthia*

We announce the introduction of our latest creation—JASMANTHIA—a remarkable synthesis of the Absolute Jasmin.

The tenacity of odor and faithfulness to the natural character possessed by JASMANTHIA are really

amazing, in addition to which it is marked by a long sought note never before evidenced in the synthetic versions.

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## *Firmenich & Co., Inc.*

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# FOAMING SOAPLESS SHAMPOOS

by MAISON G. DE NAVARRE

A COMMON question asked by scores of inquirers in the past two years has been, "Can you please send us a formula for shampoo like *Drene*?" Invariably we would answer that we'd like a formula like this ourselves. Such a reply wasn't intended to be sarcastic. It was a statement of fact. It still is!

However, the development and availability of a few new easily soluble wetting agents or detergents, as they are also called,\*\*\* has made it possible for the ingenious technician to make a foaming soapless shampoo of the *Drene* type. Suggestions in formulation apply to this type of wetting agent, i. e., the easily soluble ones.

## ADVANTAGES

A soapless shampoo of the foaming type has a few advantages over the soap type. Invariably it is pretty neutral in reaction; it washes out completely leaving no powdery or sticky residue on the hair; it produces more abundant foam, especially in hard water; since it is neutral or nearly so, perfuming and coloring are a much easier problem; and because of its particular nature, this shampoo produces no precipitation in hard water.

The foaming soapless shampoo is a good cleanser, too good, to be exact. So good, it is drying to many scalps, unless especially formulated. Beauty operators claim

that permanent waves do not take well on hair shampooed with this type shampoo. Some go so far as to say that the finger wave is difficult to give on hair so washed.

## MATERIALS

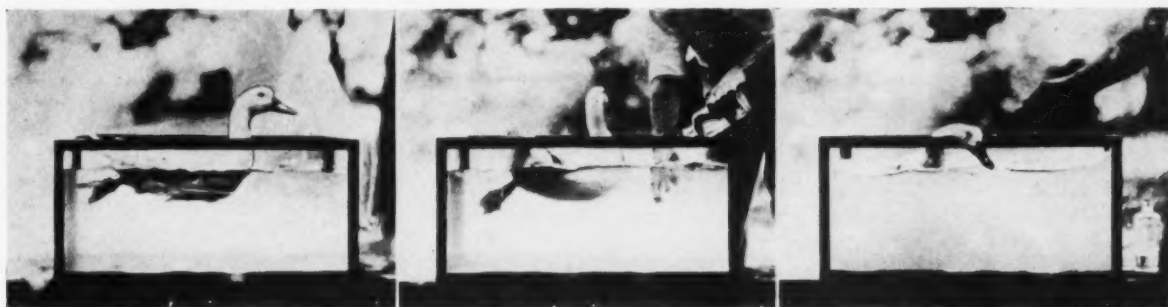
From the point of view of materials, there are several other difficulties. Most wetting agents are poorly soluble in water, though a few are quite easily dissolved to almost any concentration. The high concentration of sodium sulphate in some has a salting effect. Certain wetting agents lack the much prized foaming action, even though cleansing action is good. Several produce gels instead of solutions. All in all, there are headaches galore in working with these materials.

## OTHER INGREDIENTS

Besides wetting agents other materials can be advantageously employed; some as solvents, others for special effects.

Materials giving special emollient effects are lecithin and cetyl alcohol in small amounts. Sugar, glycerin or sorbitol act as clarifiers. Alcohols and glycols act as solvents. Superfatting can be had with low percentages of mineral oil, vegetable oil or oleic acid.

Sulphonated oils can be used in any amount desired.



*Courtesy of American Cyanamid & Chemical Corp.*

The effect of a wetting agent is graphically illustrated above.

In the first picture the duck is swimming in clear water. In the second, a wetting agent is being added. In the third, the duck is unable to float because the wetting agent has washed out from the feathers the protective coating of natural oils which kept it afloat.

If the right oil is used, one can use as high as 50%, getting a product of quite heavy viscosity. Some sulphonated oils are solvents for the wetting agent. A shampoo consisting of sulphonated oils primarily, with several percent of wetting agent will foam quite nicely, and give the combined effect of the oil and foaming agent.

#### INCOMPATIBILITIES

One of the main incompatibilities is the suppression of activity of one wetting agent if used in conjunction with certain other wetting agents. Thus, instead of obtaining additive effect, you more often get subtractive effect. If the term is applicable, agglutination is probably what takes place.

Another incompatibility is sometimes noticed when two different wetting agents are used in the same mixture. One may be precipitated completely out of solution because of selective solubility of the vehicle.

Agents soluble in high concentrations of special solvents often are precipitated out on dilution with water. This, of course, is quite expected and should not have to be mentioned.

#### FORMULATION

Anyone suggesting a formula as applicable to all wetting agents alike must do so with the greatest generality and a generous sprinkling of "hope that it works." While it would be better not to suggest a formula, certain of our readers would probably feel very much let down if this article did not include at least one. A general formula for all purpose foaming soapless shampoo can be made as follows:

Wetting agent	.....15 to 25%
Sulphonated oil	..... 5 to 50%
Glycerin or a glycerin substitute	..... 5 to 10%
Cetyl alcohol or/and Lecithin	..... 1 to 5%
Alcohol	..... 0 to 50%
Distilled water as needed	to make 100%

We have made useful shampoos from straight water or hydro-alcoholic solutions of wetting agents, using up to 30% wetting agent in the formula. A great deal depends on the *modus operandi* and on the wetting agent used.

#### GENERAL

The most popular coloring agent is an alkaline solution of fluorescein or eosin. Other colors are probably just as good, though.

Best results are obtained if the shampoo is rubbed into wet hair, then washed out with increasing amounts of warm water.

Test your shampoo for clouding, and determine if the cloud dissolves easily on warming. If so, mention it on your label.

It is estimated that over 200 wetting agents and detergents are in existence. Only a handful or two of these are well known. Space and ethics prevent mentioning the trade names of the most popular and useful ones. The AMERICAN PERFUMER *Bulletin on Wetting Agents* describes a good many of them. If you were fortunate enough to get your copy before it ran out of print, you have a fairly complete file for cosmetic purposes.

Ordinarily, reference to a consumer product is some-

thing all writers refrain from making. But in this case it seems to be justified. DRENE shampoo is the first of its kind and, therefore, a new type of product.

Finally, it is impossible to give even one specific formula, as such a formula would have to mention a specific wetting agent, a fact which would bring this writer more grief.

For in mentioning a specific wetting agent, we would be highly biased, and since we cannot get the chemical composition of all of them, we won't mention any. We try not to be biased and hope that no one construes this writing as such.

\*\*\* Wetting agents and detergents are believed by some to be different in activity, but in this article, the term, will be used interchangeably.

## "Third Skin" Protects Hands

A RECENT patent in which glycerin is utilized as an important ingredient, has already begun to attract considerable attention. The patent consists of specifications for a preparation for making an invisible "third skin" for the hands. This preparation, which would seem to fill a long-felt need for many industrial workers, is claimed to protect the hands against dirt, grease, paint, oil, ink, gasoline, acids, alkalis, and so on.

The mixture is said to be invisible, elastic, permits the passage of perspiration without loss of its protective properties and to persist in this property for at least eight hours. It may be removed by washing with water. This "third skin" consists of:

Sodium soap	128 oz.
Water glass	110 oz.
Glycerin	100 oz.
Potato starch	100 oz.
Distilled water	2 oz.
Cottonseed oil	32 lbs.
Perfume, if desired,	a few drops

Such a glycerin-containing preparation may be expected to be especially useful for painters, printers, gasoline station attendants, automobile mechanics, and in short, all workers who come in daily contact with clinging substances that are difficult to remove from the skin. The use of the coating is not limited to the hands alone, but may be used on any part of the skin where protection is desired. The inventor designates his invention as the "third skin" because it covers the two natural skins of the body.

## Effective Nail Bleach

WORKERS with inks, dyestuffs, and other color-matter in various lines of industry often suffer from persistent stains or discolorations of the fingernails which cannot be removed even with hard scrubbing. Such discolorations can only be removed by bleaching them out of the nails. The plant chemist—or anyone else—can easily make up an effective preparation for such purposes, however, by using the following simply compounded formula utilizing the exceptional solvent powers of glycerin:

Hydrochloric acid (pure)	4
Glycerin	100
Rose water (triple)	900

# Cosmetic Regulations Pending

Discussion of proposed regulations which will be considered at public hearing in Washington on November 17

by RUTH HOOPER LARISSON

THE Department of Agriculture has invited the industry to a public hearing on the recently compiled proposed regulations for the enforcement of the Federal Food, Drug and Cosmetic Act. It is expected that the industry may have suggestions and constructive criticism which will be of benefit in further clarifying the regulations and minimizing the danger of misinterpretation. The attitude of the Department of Agriculture has been one of cooperation and, in turn, it has received cooperation from the industry.

## INDUSTRY COOPERATING

Many leading companies, in addition to being fully in favor of fair and well defined regulations, have shown considerable initiative in making indicated changes at once. The adoption of the agreement between the N.R.D.G.A. and the T.G.A. is an outstanding example of their willingness to cooperate. The work of the Board of Standards in interpreting the law, criticizing and approving copy, labels, etc., has been of tremendous benefit and many companies not belonging to the Association have recently joined on the basis that they "couldn't afford not to." The bulletins issued by the Association have also kept members posted and in times like these when each day may bring forth new developments such a service is of great value.

It is sincerely hoped that on the foundation of the cooperative attitude shown by the members of the industry thus far, they will be successful in overcoming those points in the regulations which seem impractical and in clarifying other points which at present seem to indicate so broad an interpretation that an unfair rather than fair ruling could be construed.

The officers of the Toilet Goods Association, their counsels, and a number of members have devoted considerable time and study to preparing revisions to be offered of such points as seem impractical and these will be presented at the hearing in Washington on November 17th. (The text of the proposed regulations as they refer to cosmetics will be found on page 36 of this issue).

## "SKIN TONIC", "TISSUE CREAM" AND "SKIN CREAM"

While there has been no official ruling, it is generally understood that the term "skin tonic" or "tonic lotion"

will definitely have to be replaced with some word other than "tonic." After all, tonic, as a word, refers primarily to medicine and this is not an unreasonable ruling. It seems also that the term "tissue cream" is to be ruled out. This seems to be stretching a point since the skin is decidedly a tissue and a tissue cream is decidedly for use on the skin. It is even feared that the term "skin cream" might just as well fail to meet with the approval of the authorities on the basis that the word cream indicates it is good for the skin. The entire industry can rise up at this point to prove beyond question that it is good for the skin.

These two names, tissue cream and skin cream, do not infer remedial or medicinal qualities, as skin tonic does, but merely indicate their use for the normal care of the

## THE BOARD OF STANDARDS TURNS THE RED STOP LIGHT ON THIS TYPE OF COPY

"Will revitalize skin tissue."

"Contains a vitally essential reconstructive element of the skin."

"The energizing agent in this cream."

"Imparts essential building elements to tissues lying deep in the skin."

"This cream is not only absorbed by the skin but acts locally in repairing the damages of age, climate, etc."

"Absorbed into deep skin tissue."

"Transforms your skin."

"Brings back youthfulness to the skin" or "restores the contours of youthfulness."

"A rich emollient cream with an almost unbelievable penetrating action."

"Penetrates each pore" . . . "penetrates deeply in the pores" . . . "contracts enlarged pores" . . . "doesn't clog the pores."

"This tissue cream will penetrate and nourish the skin, invigorating and preserving it."

"When the skin shows inflammation, reddened areas that itch or burn this skin lotion should be used."

skin. Since the November 17 hearing is limited to the proposed regulations, we hope that an opportunity will be found a little later on to clear up these points with the Federal Trade Commission as well as with the Food and Drug Administration. A number of manufacturers are anxious and ready to make necessary changes of product names but want to be sure the changes they make will be permanent.

#### FOREIGN WORDS ON LABELS

According to Section 602c any words required by the Act to be on labels which are in a foreign language will have to appear in English as well. There are at present no qualifying exceptions. We wonder about such words as *parfum*, *poudre*, *creme*, *lait*, *cosmetique* (which definitely means eyelash makeup even in the five and ten). These names, and several others, are understood and accepted by the public. Most companies have purposely used English words for product descriptive names wherever they thought the foreign name might be strange or misunderstood by the public. Perhaps the hearing will clarify this point a bit and we might even hope to have a limited list of well established words as exceptions.

#### LABELING AND PACKAGING

In the proposed regulations in regard to the already much discussed ruling that all information, name of product, company, address and quantity, must be on the face label, a further point of importance is cleared up. If your package is of such a shape or style that other sides of the package have the appearance of being face labels as well as the side you intend as the face label, then those sides will have to carry the full list of face label information as well. Cartons are an example of this and it might be well to plan them so that one side only is obviously the "face." On the other sides use different decoration, or give directions, or other related material and in such a way that it cannot be confused with the face label.

The diminutive perfume bottles which have often carried just a product name label placed on a small recessed portion of the bottle will run into difficulty now that they must carry full information. It is likely that some of these small bottles may have to be entirely discarded or redesigned unless some acceptable method of labeling can be devised. Our first suggestion would be a tag label sufficiently large to contain all information and so securely fastened around the neck of the bottle that it would be instantly seen and recognized (and easily read) by the purchaser; but we don't know whether or not this would be acceptable.

A further point which has been brought out is that the size of type expressing quantity and other "must" requirements will have to be large enough not only to be read easily but also of a relative size with the name of the product. Where the container is extremely small, the regulations suggest carrying the label around the package (strip around label). In some cases this can be artistically handled but in many other cases it will necessitate redesigning the package entirely. The regulations call for a statement of quantity when it is one-half ounce or over of avoirdupois or one-eighth fluid ounce or over. This fluid ounce requirement will no doubt affect perfumes most of all. Who knows—maybe women will stop buying perfumes as "romance" and start buying them as fluid ounces. We fear that if they do, they may even for-

#### SOME TYPICAL AND TREACHEROUS EXAMPLES OF HEADY COPYWRITING WHICH WE FEEL WILL HAVE TO BE AVOIDED

"The only cream of its kind" . . . (Can you prove it?)

"The only face powder (cream or lotion) which contains blank ingredient" . . . (Unless it can be proven, it is best to keep away from such statements.)

"An entirely new action for imparting beauty to the skin."

"Blank skin cream is different" . . . (If this is true, justify your statement with reasons.)

"What other cream so efficiently combats sallowness these three ways?" (This infers all other products are inferior. You may think so, but you can't say it without proof.)

"Unsurpassed in quality" . . . (How do you know?)

"A more thorough cleanser" . . . (More thorough than what?)

"Deeper cleansing with Blank Cream" . . . (A misleading statement.)

"Faulty scalp conditions" . . . (This infers abnormal conditions and they cannot be treated with cosmetics. The same is true of "Unhealthy skin conditions." These, too, can only be treated with medicines and that means open formulas, etc.)

Don't indicate that "acid skin" is abnormal since normal skin is considered acid by scientists. An excessively acid skin may be what you really mean.

"This amazing preparation" . . . (If it is amazing justify your claims but few products can be rated as amazing.)

"Lovely women, socially successful women use Blank Emollient Cream always after cleansing the skin" . . . (If you said "some lovely women and some socially successful women" you might be able to prove it but as it stands you are exaggerating—to put it mildly.)

"A skin lotion for insuring skin health" . . . (You can't insure skin health.)

"Complexions cleansed with Blank Skin Cleanser are eligible for romance" . . . (Isn't that more territory than you're entitled to—or have you a corner on "romance"?)

get about the romance element and then the perfume business would suffer!

#### OUR SINS OF OMISSION

Leaving out important information from advertising as well as off labels will no longer be a matter of choice on the part of manufacturers. Where there is a substantial difference of expert opinion, advertisers will no longer be able to quote only from those who favor them. At least this will do away with the pseudo-scientific hokum, much of which has been used in the past for paid testimonials. The statement "many doctors recommend" is false ("many" means a majority). "Some doctors recommend," would be fair but you would have to add, "and others do not." This sort of copy just wouldn't pull. An extreme application of the laws might render paid testimonials as well as expert testimony reprehensible since an advertiser wouldn't like to say under Mrs. Astorbilt's picture, "We paid her one thousand dollars for this!" Perhaps spontaneous endorsements unsolicited and used without payment will become [Continued on page 75]



# Consumers' Digest on the Spot

Apt examples of inaccuracies of consumers' groups activities shown by Ruth Hooper Larisson's analysis of article in November *Consumers' Digest* wherein *The American Perfumer* is quoted

THE most serious aspect of careless reporting, typical of consumers' group efforts, is that the average reader can easily accept it as true because he has no way of accurately evaluating it. Surely the consumer should be protected from this type of pernicious propaganda.

Below is reproduced in full a letter written by Ruth Hooper Larisson which speaks eloquently for itself.

November 4, 1938.

Miss Mary C. Phillips, Editor  
CONSUMERS' DIGEST  
Washington, N. J.

Dear Miss Phillips:

In trying to keep tabs on so many different industries, it is no doubt very difficult to know any one of them thoroughly enough to avoid the inevitable errors that result from a too-casual survey. Yet, in assuming the vocation of guardian angel over the consumer, it should become a serious duty to avoid Scylla while steering clear of Charybdis.

The unsigned article "No More Fairy Tales in Cosmetics" in *CONSUMERS' DIGEST*, November issue, page 11, starts off asking, "Have you noticed any startling changes in cosmetic advertisements recently?" This is whetting the consumers' appetite for a pie which is still simmering in the oven and won't be ready to serve for some little time. Only a scant handful of manufacturers' current advertisements have actually undergone the process of purification through which they will all pass. Too short a time has elapsed since the passage of the Wheeler-Lea Act for all, or even a majority of the advertisements to have been brought up-to-date. That means that the consumer who spends time comparing present advertising with past advertising will, no doubt become discouraged by the call "Wolf—Wolf" and will not care to return a second time to those exciting comparisons even when there is something to compare. You really shouldn't have promised the opening of the pearly gates for a few months more!

On page 11 the article says "The Board of Standards advises its members that they can no longer use such names as . . ." As I understand it, even the freedom of the press does not permit the passing off of assumptions as quotations. At no time has the Board of Standards issued the statements which followed. Those examples of terms and phrases which have been generally used and the terms and phrases which could be used to replace them in the future were prepared entirely by me. Then, for the sake of accuracy, I submitted

them to the Board of Standards with the request that they pass upon them just as they pass upon advertisements, labels, etc. If you will refer to the original text of my article, I am sure you will quickly recognize the inaccuracy of the statement made in your publication.

On pages 14, 15, and 16, your article states, "The Federal Trade Commission has ruled that . . ." The Federal Trade Commission has no power to issue general rules. On July 26th the Toilet Goods Association issued Bulletin No. 110 to its members containing a "List of Advertising Claims Subject to Caution" and "A List of Advertising Claims Which Are Not Acceptable." This followed an agreement reached between the Toilet Goods Association and the National Retail Dry Goods Association on the subject of cosmetic advertising and labeling. These lists were given wide publicity in many business magazines. They appeared in the August issue of *THE AMERICAN PERFUMER*.

The twenty-two paragraphs you published were never agreed to by the Toilet Goods Association. The last two paragraphs on page 16 are actually paragraphs six and ten under the group "List of Advertising Claims Which Are Not Acceptable" as issued by the Toilet Goods Association (again I correct you) not by the Board of Standards.

On page 12 your article says "For those who are studying consumers' problems either in school or in connection with their club programs . . ." Don't you think that when consumers are to be fed predigested material they have a right to be able to depend upon the accuracy of it? They are not even left the exercise or cultivation of discrimination.

I do not presume to judge your portrayal of material gathered from other industries because, in my opinion, I am not sufficiently conversant with them as I am with cosmetics. But each time I have come across an article in your publication on a cosmetic subject, it appears to have been thrown together with the same loose handling and lack of interest for facts which is so apparent in this particular article. I was a subscriber to *Consumers' Research* until you published a welter of understated, overstated, and inaccurately stated material about cosmetics. From that time on I naturally lost faith in an organization which showed either too little respect for the material they published or that clearly intended to misrepresent. Had this present article appeared as an advertisement instead of in editorial pages, I fear the Federal Trade Commission would have branded it "misleading."

Very truly yours,  
(Signed) RUTH HOOPER LARISSON.

November, 1938

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# Hearing on Cosmetic Regulations

Leaders in industry and association officials going to Washington November 17 to offer constructive criticisms and objections to proposed regulations for enforcement of Food, Drug and Cosmetic Act. If unable to attend write before November 24

**ARMED** with samples of labels, packages, bottles and other material to reinforce their arguments or objections to the proposed regulations for the enforcement of the Federal Food, Drug and Cosmetic Act, officials of the Toilet Goods Association and the Flavoring Extract Manufacturers' Association and leaders in the toilet preparations and flavor industries will attend the informal meeting to be held November 17 in the auditorium of the Department of Agriculture, 12 and 13 Streets, S.W., Washington, D. C., to give the Food and Drug Administration the benefit of suggestions and constructive criticism from the members of the industry before the regulations are finally formulated.

All who are unable to attend the public hearing are invited to submit their views on the proposed regulations by letter not later than November 24.

Printed copies of the proposed regulations of the Department of Agriculture have been mailed to the members of the Flavoring Extract Manufacturers' Association, the Chicago Perfumery, Soap and Extract Association, the National Association of Manufacturers of Fruit and Flavoring Syrups and the National Manufacturers of Soda Water Flavors. The Toilet Goods Association has also distributed to its members a summary of the sections which affect the products of the industry.

Space does not permit publishing these proposed regulations in full. Section 602 b(2) gives proposed regulations for the statement of the net quantity of the contents.

The important proposed regulations on labeling follow:

## Section 201 (m)

Labeling includes all written, printed, or graphic matter accompanying an article at any time while such article is in interstate commerce or held for sale after shipment in interstate commerce.

## Section 602 (a)

A cosmetic may be misbranded by reason (among other reasons) of the making of a false or misleading representation in the labeling thereof with respect to another cosmetic or a food, drug, or device.

## Section 602 (b) (1)

(a) If the cosmetic is not manufactured by the person whose name is stated on the label, the name shall be qualified by the words "Packed by —" or "— Packer" in case the name is that of the packer, or by "Distributed by —", "Packed for —", or "— Distributor" in case the name is that of the distributor.

(b) The requirement that the label shall contain the name and place of business of the manufacturer, packer, or distributor shall not be considered to relieve any cosmetic from the requirement that its label shall not be misleading in any particular.

(c) Where a person manufactures, packs, or distributes a cosmetic at a place other than his principal place of business, the label may state the principal place of business in lieu of the actual place where each package of such cosmetic was manufactured or packed or is to be distributed, if such statement is not misleading in any particular.

## Section 602 (c)

(a) (1) All words, statements, and other information required by or under authority of the Act to appear on the label shall appear on the part or panel thereof which is presented or displayed under customary conditions of sale or distribution.

(2) If two or more such parts or panels are so designed as to render them likely to be so presented or displayed, each such part of panel shall bear all such words, statements, and information.

(3) If the size of such part or panel, as limited only by the area of the package presented to view when such part or panel is directly viewed, is insufficient for all such words, statements, and information to appear thereon with such conspicuousness and in such terms as to comply with the requirements of section 602 (c) of the Act, such part or panel shall be so extended around the package as to be sufficient for such purpose.

(b) The conspicuousness of a word, statement, or other information required by or under authority of the Act to appear on the label may fail to comply with the requirements of section 602 (c) of the Act by reason (among other reasons) of—

- (1) the position on the label of such word, statement, or information;
- (2) the limiting of label space for such word, statement, or information through the use of such space for any word, statement, design, or device which is not required by or under authority of the Act to appear on the label; or
- (3) the limiting of label space for such word, statement, or information through the use of such space to give greater conspicuousness to any other word, statement, or information.

(c) If any part of the label [Continued on page 78]

# Organic Solvents for Special Soap

Latest soap making practice employs a wide variety of solvents — What they are and what they do —  
How to mask the characteristic odor of the solvent

by PAUL I. SMITH

A WIDE miscellany of solvents are now used in the preparation of a large number of special soaps, especially dry cleaning soaps and compounds put up for cleaning footwear and for spotting fabrics, etc. Such solvents as the petroleum distillates, carbon tetrachloride, ethylene dichloride, ethyl, methyl, iso-propyl and n-propyl alcohol and the useful cyclohexanol and methyl cyclohexanol all find varied uses.

## NAPHTHA

Petroleum naphtha up to 10% is sometimes crutched into rosin soaps to produce a fat solvent product as well as an improved detergent agent. A representative French Patent covers the preparation of a soap made with 100 parts cocoanut oil, 65 parts potash lye (30 deg. Bé) 40 parts glycerol and 5 parts of light naphtha or benzol. An English Patent, 317,819, specifies a mixture of alcohol with motor spirit or benzene, as suitable for addition to a potash-cocoanut oil soap containing additional glycerin.

## KEROSENE

Kerosene is, of course, a common constituent of cleaner soaps. U. S. Pat. No. 1,743,865, specifies a soap made of stearic acid 20 parts saponified by a lye containing 80 parts of quicklime high in magnesia content and into this mixture is incorporated thoroughly 40 parts kerosene to form a homogeneous mixture.

## ETHYLENE DICHLORIDE

Ethylene dichloride is a comparatively new solvent to the soap manufacturer and appears to find its principal use in textile scouring and wetting out, and for household applications such as cleaning woodwork, polishing of metals and the scrubbing of rugs. This solvent when present in special cleaner soaps is invaluable for removing grease, tar and other oils from garments.

## CARBON TETRACHLORIDE

Carbon tetrachloride is recommended for similar purposes and so is the mono-butyl ether of ethylene glycol. A well informed writer in *Les Matieres Grasses*, 29, 300-201 (1927) finds that chlorinated hydrocarbons, such as carbon tetrachloride, are best used in soaps in conjunction

with the derivatives of glycol soluble in water. These soaps are a great assistance in the textile industry and may be made from the following formula:—

Hard soap.....	50 parts
Soft Soap.....	200 "
Methylene glycol.....	40 "
Carbon tetrachloride.....	200 "

## DENATURE ALCOHOL

Denatured alcohol is a fairly common addition to transparent shaving soaps and, indeed, transparent soaps generally, and also finds a place in the formula of mechanics' hand soap. It is generally used in conjunction with glycerin, castor oil and sometimes a little sugar. The fats usually consist of a mixture of beef tallow, Cochinchina coconut oil and triple pressed stearin.

## ETHYLENE GLYCOL

Ethylene glycol and glycerin find useful applications in the preparation of many forms of toilet soap bases, especially transparent soap. Poucher mentions 1-2% glycerin in addition to ethyl alcohol, sugar and castor oil as common ingredients of soaps of a transparent nature.

## NEW SOLVENTS

Several entirely new solvents have appeared on the market during the last year or so and many of them have been adopted by soap manufacturers. Of particular interest is one German solvent, which according to *Ole, Fette, Wachse, Seife, Kosmetik*, No. 7 20-30 (1936), is a non-volatile material possessing high solvent power for fats, waxes, oil and other soil-fixing substances. It is water-clear, free from odor and does not detract from the detergent action of the soap in which it is incorporated.

The following constants are given: acid number 0, saponification number 0, acetyl saponification number 246,  $d_{20}$  1.074,  $n_{20}$  1.474, and boiling point about 250° C. Although practically insoluble in water, it is soluble in most organic solvents and soap solutions, and improves the foaming property of the lather. It can be crutched into the soap or if the soap is made by the cold or half-boiled process it may be stirred into the unsaponified fat.

The difficulty experienced with [Continued on page 70]

# SOURCES OF THE VIOLET ODOR



by K. BOURNOT\*

Interesting facts about the violet odor not generally known—  
Cost of \$10,000 per pound to make natural oil lead to development of violet aromatics—What they are and their properties

**E**XAMINATION of the various systems according to which some perfumers and investigators have tried to classify and arrange odors reveals that these divisions are all very different, and that none of the odor classifications known up to the present are fully satisfactory.

The laws to which odors are subject have not as yet been successfully scientifically analyzed. Piesse, it is true, made use of the practice employed in acoustics and set up odor "scales" analogous to the scales used in

music. This theory has more or less fallen into oblivion, despite the fact that it possesses a certain practical value and is based on the sound conception that it should be possible to reduce to a simple formula the variety of odors just as well as it has been possible with tones, colors, and all natural phenomena. Piesse's odor scales directly permit the grouping of chords of scents, that is to say, of harmonious odor mixtures, as well as octaves, fifths, etc. In what might be termed the treble clef, mounting from violet scent to higher octaves of the series, we have bitter almond, bergamot, and citronella odors, and in the bass clef odor scale, going from orris to lower octaves, the smell of calamus and wallflower blossoms.

Piesse's motive in placing violet fragrance in relation to that of bitter almond may be due to the observation that the odor of a concentrated alcoholic solution of genuine violet oil from *Viola odorata* L. is somewhat like that of hydrocyanic acid. A statement of Burnett should be mentioned in this connection, according to which *Viola tricolor*, the pansy, when triturated, smells like peach kernels, that is, likewise faintly of hydrocyanic acid. Wild wallflowers, *Cheiranthus Cheiri*, known in France as *Violier jaune* or *Violette de Saint George*, in Italy as *Viola gialla*, in Franconia as *Vail*, and in Alsace as *Gelviolat*, have a violet odor. This odor has also been discerned in the higher boiling fractions of wallflower blossom oil. Kummert traced it to the presence of irone. (There is a connection between violet and terpene odors which will be enlarged upon later in this article.) These odors may be biologically exchanged, which may explain

the relationship which Piesse found in a purely empirical manner between violet, bergamot, and citronella.

## FACTS ABOUT VIOLET ODOR

F. A. Hampton compares the odor of the fragrant violet, *Viola odorata* L., with a will-o'-the-wisp. Violet odor tires the sense of smell very rapidly; and the harder one tries to grasp and analyze it, the more it withdraws, finally disappearing to the point where only an indefinite leafy or cucumber-like odor is perceptible. In this connection, another property of the violet should be pointed out which depends on the presence of the alkaloid violametine or violine which occurs in the blossoms, leaves, and above all, in the roots. All these parts of the plant, but especially the roots, act as emetics because of their violine content. At first the root tastes sweetish, then irritatingly pungent, and finally the effect is nauseating and emetic. So we see that smell and taste furnish a noteworthy contribution in characterizing the violet, one of the most familiar plants.

The violet was considered the flower of death, consecrated to Persephone by the Greeks; and it has long been used as a symbol of modesty and as suggestive of ethereal qualities, by modern poets as well as those of the middle ages. To the ancients, violets and their scent were well known. The Latin *viola* is apparently connected with the Greek *ion* which occurs as early as Pindar and Homer. Dark curly-haired women were called *ioplókamos*, "with violet interwoven," and Pindar refers to the city of Athens as *iostéphanos*, "violet wreathed." The Athenians perfumed their wines with violets or roses.

Although the odor of violets is very pleasant to human beings, it does not seem to have any too great an attraction for insects. Unlike other plants, the fragrant violet does not require the help of insects for propagation, but reproduces by the cleistogamy process, self-pollination taking place within the closed buds.

## PECULIARITIES OF VIOLET ODOR

One of the peculiarities of the violet odor is its transformation into turpentine odor, or vice versa, by biological means. Turpentine oil and all essential oils containing pinene will, if inhaled, impart a violet odor to the urine. The reverse phenomenon, the conversion of violet into turpentine odor by physiological means, was observed by A. von Lingelsheim<sup>1</sup> in the iolite alga *Trentepohlia iolithus* L. Witttr. which is to be found, for

\* Research Staff, Schimmel & Co.



instance, in the Silesian mountains. When this alga, which smells most fragrantly of violets, was kept in covered glass dishes in a very damp atmosphere, it gradually assumed a very sharp turpentine odor. Lingelsheim further demonstrated that the violet odor of orris root, irone and ionone is transformed into a strong turpentine odor when influenced by certain microorganisms. In this manner the violet ketones, which apparently carry the scent, are reduced to a terpene-like hydrocarbon.

These observations indicate that there is a close relationship between pinene, especially the terpenes of turpentine oil, and the violet odors. Further, it is to be assumed that the violet odors which occur in nature depend on the presence of the so-called violet ketones, irone, ionone, or closely related compounds, even though the presence of irone and ionone in nature was only proved in a few cases, as in orris oil and in the oil of *Boronia megastigma* ( $\beta$ -ionone).<sup>2</sup>

Another indication that violet ketones or related substances are components of violet oil is their faculty of tiring the sense of smell, an occurrence which takes place after smelling irone or ionone just as well as after smelling genuine violet oil.

## VARIOUS BOTANICAL FAMILIES

In view of the distribution of terpenes in nature, it is not surprising that violet odor occurs in various botanical families. The above mentioned alga *Trentepohlia iolithus*, a cryptogam also known as violet moss, has a strong violet odor, as has also the fragrant violet, *Viola odorata* L. which belongs to the family of *Violaceae* and occurs in many subspecies. Also containing odoriferous violet substances are the rhizomes of the irises, especially *Iris germanica* L. (of the *Iridaceae* family), violet wood (myall wood) obtained from the Australian acacias, *Acacia homalophylla* and *Acacia pendula* (family *Leguminosae*), the blossoms of the orchids *Dendrobium heterocarpum* and *Oncidium jonosmum* and also of the blossoms of the delicately-leaved asparagus, *Asparagus tenuifolius* Lam., a *Liliaceae*. According to Kerner von Marilaun, a violet fragrance is also a characteristic of the blossoms of the stock *Cruciferae* (*Matthiola annua*, *M. varia*, *M. incana*) and the night violet, *Hesperis matronalis*, the *Gentianaceae*, *Gentiana ciliata*, the *Thymelaeaceae*, *Daphne laureola*, *D. Philippi*, the blue lotus belonging to the *Nymphaeaceae*, *Nymphaea coerulea* and the *Sarraceniaceae*, *Sarracenia purpurea*. The blossoms of cassie, mimosa, wallflower, and mignonette are also included as possessing fragrance of the violet type.

### METHODS OF EXTRACTION

As manifold as is its occurrence in nature, just as limited are the possibilities of obtaining the violet fragrance from plants by the usual methods of steam distillation, extraction with volatile solvents, maceration or enfleurage. The only plants of practical use in this way are the blossoms and leaves of the fragrant violet, *Viola odorata* L., which has been cultivated for decades in southern France for this purpose, in various subspecies (Parma, Victoria, Czar, Princess of Wales violets) and the rhizomes of the iris, *Iris florentina* L. which is cultivated in northern Italy, especially in the province of Florence. In southern France the concrete and absolute which are used in selected perfumes are obtained from the violet blossoms by the process of *enfleurage à chaud* and ex-

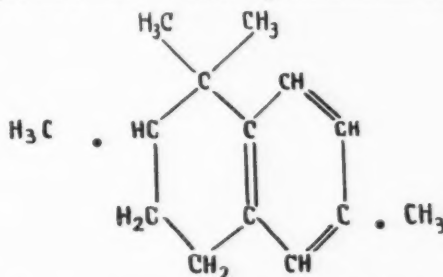
traction, and from green violet leaves by extraction with volatile solvents.

### COSTS \$10,000 PER POUND TO MAKE

Because of its very high price (the manufacture of the genuine flower oil freed from its odorless ingredients is estimated to amount to about \$10,000 per pound), there has been little research in this direction. The composition of violet leaf oil, however, has been fairly well established through the exhaustive examinations of various researchers, such as von Soden, Treff, Walbaum and Rosenthal, Ruzicka and Schinz, who found that a considerable part of violet leaf oil consists of Nonadiene-2, 6-al-(1), and that the total effect of the odor receives further contributions from alcohols such as an n-Hexanol, a Heptenol, an Octenol, Nonadiene-2, 6-ol-(1), n-Hexanol or Octen-2-ol-(1), an ester of salicylic acid, propionic and n-Heptanic acid, an Octane and an Octene acid.

## VIOLET ODOR IN ORRIS OIL

The violet odor in orris oil is due to irone which was discovered in 1893 by F. Tiemann and P. Krüger<sup>3</sup> and is contained in concrete orris oil to the extent of 10 to 15%, along with the absolutely odorless myristic acid. For the first time in April 1901, a product was introduced consisting almost entirely of pure irone, produced by Schimmel & Company<sup>4</sup> and called at the time "Orris Oil Schimmel & Company 8-fold," to be followed shortly (1902) by further improvement in quality and increased to ten times the strength of ordinary concrete orris oil. Irone, to which Tiemann and Krüger had originally assigned the formula  $C_{13}H_{20}O$ , was found to have the formula  $C_{14}H_{22}O$  after the later investigations of Ruzicka and co-workers.<sup>5</sup> The constitutional formula of irone itself has not yet been established; but irene, which Ruzicka and co-workers obtained by dehydration of irone was proved to have the following constitutional formula:



While attempting to obtain by synthesis information on the constitution of irone and its derivatives, in 1893 Tiemann and Krüger discovered ionone, a new violet aromatic which up to that time had not been found in nature and which was to acquire great importance. They obtained ionone by condensing citral and acetone to Citrylidenacetone (pseudoionone), using alkaline reagents and then converting this to ionone under the influence of dilute mineral acids. Ionone prepared in this manner was a mixture of two isomers  $\alpha$ - and  $\beta$ -ionone, which were later separated and obtained in a pure state by means of special processes. After the ionone patents had expired, the ionones were sold under various trade names. Pure  $\alpha$ -ionone is characterized by an extremely delicate and fresh violet odor, whereas pure  $\beta$ -ionone has a harsher and more ligneous note, corresponding to the character of violet leaves. Besides the ionones, methyl

ionone has reached a position of importance in the perfume industry as another synthetic violet aromatic. The methyl ionone of commerce is a mixture of four isomers, the composition and odor of which varies slightly according to the method of manufacture. The chief constituent of most methyl ionones is  $\alpha$ -n-methyl ionone, which is similar in odor to  $\alpha$ -ionone but somewhat more flowery. As to the other isomers,  $\beta$ -n-methyl ionone smells like Russian leather and suggests  $\beta$ -ionone, while  $\alpha$ -iso-methyl ionone has more of a cedarwood note and  $\beta$ -iso-methyl ionone is very similar to natural irone.

It should be mentioned that some years ago, A. Verley<sup>6</sup> prepared with acetone from rhodinal over the condensation product of oxychloro-rhodinal the compound which Tiemann mistakenly regarded as irone.

#### SYNTHETIC VIOLET ODORS

Among the synthetic violet odors which are designed to substitute for irone are the condensation products from Cycloheptene or Cyclooctene aldehydes with acetone, the manufacture of which has been patented.<sup>7</sup>

An interesting recent discovery is that carotinoids and vitamin A are partially built up from  $\alpha$ - and  $\beta$ -ionone molecules.  $\alpha$ -Carotene consists of an  $\alpha$ - and  $\beta$ -ionone skeleton;  $\beta$ -Carotene consists of two  $\beta$ -ionone skeletons; while  $\gamma$ -carotene has for its framework  $\beta$ -ionone and an open chain. Karrer<sup>8</sup> made Perhydro-vitamin from  $\beta$ -ionone. It seems that the presence of a  $\beta$ -ionone skeleton is necessary for a substance to be effective as provitamin A. Conversely, exposure of vitamin A to ultra violet rays gave to Choron and Guillott<sup>9</sup> a new compound which was transformed into  $\beta$ -ionone on further irradiation.

Among the synthetic violet odors are also classed those compounds which do not in themselves smell like violets but which are the means of first imparting to violet perfumes (especially those which are built up with synthetic materials) a freshness which makes the odor of the finished product akin to the natural one. These are the synthetic violet leaf odors, most important of which are methyl and amyl heptene carbonate. There are other green odors which impart freshness, the constitutional formulas of which are not known in literature. In this connection should be mentioned "Phyllol," a discovery of Schimmel & Co.

Violet aromatics belong to the classical perfumes which always have a certain sale. Perhaps the sale of violet perfumes is not as great today as it was immediately after the discovery of ionone and in the following decades as the fashion tastes have changed since then. However, there has been no corresponding decrease in demand for fundamental violet bases, to which belong besides ionones and leaf odors, also the natural and synthetic orris oils. Violet aromatics as a whole are of greatest importance to the perfumer and are indispensable constituents of nearly all modern perfume compositions.

#### Bibliography:

<sup>1</sup> Arch. der Pharmazie 268, 1930, 1.

<sup>2</sup> It has not yet been definitely established whether or not the oils examined were adulterated with  $\beta$ -ionone.

<sup>3</sup> Berichte d. Deutschen Chem. Gesellschaft 26, 1893, 2675, 2691.

<sup>4</sup> Schimmel Report, April 1901, 35.

<sup>5</sup> Helvet. chim. acta 16, 1933, 1143.

<sup>6</sup> Bull. Soc. chim. V. 2, 1935, 1205.

<sup>7</sup> F. P. 744, 345.

<sup>8</sup> Helvet. chim. acta 16, 1933, 557, 625.

<sup>9</sup> Compt. rend. 198, 1934, 2207.

## Toiletry Exports Maintained

UNITED STATES exports of toiletries have declined slightly during the current year but are well ahead of 1936 and the three preceding years, according to C. C. Concannon, Chief of the Commerce Department's Chemical Division.

During the first eight months of the current year, foreign shipments of such products to one hundred countries and trading areas aggregated \$3,672,300 in value, compared with \$3,945,300 during the corresponding months of 1937; \$3,449,350 in 1936; and \$2,953,000 in the 1935 period, according to Mr. Concannon.

During the current year period, dentrifices led the toiletry export list with shipments valued at \$1,277,000; followed by toilet powders valued at \$620,000; creams of various kinds, \$488,500; hair preparations, \$372,000; lipsticks, \$342,000; manicuring preparations, \$231,000; and miscellaneous other products, including depilatories, deodorants, and perfumery, valued at \$391,800, according to preliminary statistics.

While American toiletries are known in every country and trading area of the world, twelve widely distributed markets account for 60 percent of our total exports of such products, according to Mr. Concannon. In 1937, shipments to these markets were, in the order of their importance, as follows: the Philippine Islands, \$849,000; British India, \$725,250; Union of South Africa, \$319,000; Canada, \$297,700; Venezuela, \$224,300; Panama, \$223,000; Colombia, \$197,000; British Malaya, \$174,000; the United Kingdom, \$190,750; Mexico, \$150,000; the Netherlands, \$138,600; and France, \$127,350, official statistics show.

By grand divisions, approximately forty percent of the toiletry exports from the United States at present are going to Asia and the Orient, including the Philippine Islands; thirty-three percent to South and Central America, including Mexico and Cuba; thirteen percent to Europe, and seven percent to Africa, it was stated.

Among the matters discussed at one of the Industrial Group Sessions at the National Foreign Trade Convention, held in New York City from October 31 to November 2, inclusive, were foreign exchange, foreign trade agreements, tariffs, effects of recent domestic legislation, reports on current conditions in Europe, South America, Cuba and Mexico, and other matters pertinent to our foreign trade in medicinals, pharmaceuticals, toiletries, and chemicals.

## Old Age Insurance

LUMP sums are now being paid by the Government—1—To men and women who have received wages for work in industry or commerce since December 31, 1936, and who have reached 65 since that date; 2—To the estates of workers employed in industry or commerce after December 31, 1936, who have died.

The amounts payable are 3½% of the wages received for work between December 31, 1936, and the date the worker reaches 65 years of age or dies.

Workers do not have to retire from their jobs to receive these lump-sum payments. Claims forms, assistance, and information may be obtained at any Social Security Board Field Office.



## EDITORIALS

### END OF STRIKES?

THE MOVEMENT resulting in the Wages and Hours law began 98 years ago when President Van Buren fixed a ten hour day in government navy yards. But it was not until 1868 that Congress established the universal eight hour day for all mechanics and laborers employed by the government. Then, in Cleveland's administration, the law was extended to contractors and subcontractors; and in Taft's administration, it was further amplified. The present law, the last step in the chain, went into effect last month.

Its sponsors believe that it will serve to raise the standard of living on a national scale; that it will have a stimulating effect on the earnings of all workers; and that all industry will benefit from the improvement in the economic welfare of millions of workers.

Aside from the improvement in the lot of employed workers, there is a difference of opinion as to the general economic effects of minimum wage laws in European countries. Unemployment has not been reduced in England. But, on the other hand, industrial strife has been curtailed. *Therein probably lies its greatest strength.*

Organized labor has actually made small gains in seeking to better its own lot. While only about 7% of the 49 billion workers gainfully employed are members of unions, the cost of strikes due to disputes over wages and hours has been enormous. That this unwholesome condition constitutes a growing menace to the general welfare is conceded by thoughtful industrialists. Accordingly, for this situation, national legislation, as pointed out by Pit & Quarry, seems to be the only way by which the competitive disadvantages resulting from one employer's paying higher wages or working shorter hours than another can be avoided and by which a greater general purchasing power with its attendant benefits to all industries can become a reality. Despite its shortcomings, this law may eventually be recognized as an important step forward in bettering the relations

between classes which hitherto have been too widely separated by differences in opportunities, responsibilities, incomes and privileges.

### "WHAT CAN I DO?"

TELLING A small boy, "Don't do this," and "Don't do that," in too many ways may lead him, in his bewilderment, to inquire, "What can I do?" Many in the industry who have read the provisions of the Food, Drug and Cosmetic Act and the proposed regulations for enforcing it have reached this perplexed stage.

There is a feeling throughout the trade that the proposed labeling regulations are too stringent—and difficult to enforce for that reason. To fulfill all the regulations, giving due prominence to the material information required, may very well necessitate submerging names and other matter important in sound merchandising. Then, too, the insistence on designating the owner who has his preparations made for him as the "packer" or "distributor" is likely to cause some trouble. Very many cosmetic manufacturers have one or more, and in many cases, all of their products made for them by private brand houses. There is much to commend this practice. The owner of a trade-marked product thus reaps the economies and the benefit of large scale production as well as highly skilled specialized manufacturing service. When his name appears on the label, he in effect becomes sponsor for it. He makes the product his own; and he holds himself responsible for it. That, it is felt, should be sufficient to meet the requirements of the statute. What useful purpose would be accomplished by going further?

It is to be hoped that modifications of the proposed regulations will be made in the light of business experience with a liberal interpretation of the labeling provisions particularly. A good law, a workable law, is always flexible.



# Ylang Ylang--Qualities and Constants

Ylang ylang flowers contain the finest perfume during October and November when the highest quality of oil is produced.

by DR. ERNEST GUENTHER

*Chief Research Chemist, Fritzsche Brothers, Inc., New York, N. Y.*

**DURING** the dry period of October and November, ylang ylang flowers contain the finest perfume. At that time, steam stills produce a much larger portion of "extra" quality, very little "première" and a normal amount of "deuxième" and "troisième," while direct fire stills obtain "extra" and "première" quality in the normal ratio. During the rainy season, on the other hand, the flower perfume is generally inferior; yet steam stills are even then able to produce "extra" and "première," though only in about equal ratio, while direct fire stills often encounter considerable difficulty in producing any "extra" quality at all. In the latter case the runs of "première," "deuxième" and "troisième" fractions remain normal. As previously pointed out, some of the direct fire stills, especially if improperly operated, are unable at any time of the year to produce an "extra" quality.

All the steam distillation plants of Nossi-Bé, Madagascar proper, the Comoros and Réunion Island produce, roughly speaking, about one-third of the ylang ylang oil output. They are of the regular type, usually of greater width than height, and hold from 500 to 1000 liters. They are equipped with a false bottom, a direct steam coil and a steam jacket or steam pipe by which the water beneath the false bottom is heated.

The method generally applied is the so-called steam and water distillation in combined form, as follows:\*

After the still and especially the condenser have been carefully cleaned, the still is filled with water up to about one inch above the false bottom. By means of the steam jacket or steam pipe, the water is heated up to about 70°C. and the flower material quickly charged into the still. The flowers, therefore, are not entirely covered with water; they do not float in it and only the lowest portion of the material is in direct contact with the water. The still top is closed and the steam connecting pipe attached. This pipe is usually one to two meters high and forms a kind of fractionation column permitting sharper "cutting" of the fractions and automatic return of the distillation water (cohobation). Distillation is started very slowly and carefully with

direct steam of low pressure which enters through the perforated steam coil. The oil distills over very easily. The first fractions of the distillate are composed principally of esters and ethers, the most characteristic and finest parts of the oil. After a while the direct steam is turned off and distillation continued by heating with steam jacket or steam pipe. Later, the direct steam may be turned on again, according to the method of each individual distiller. There are no general rules, just as there are no rules and standards in regard to length of distillation, fractionation and specific gravity of the fractions, etc.

Usually the distillation waters are cohobated automatically but some distillers prefer to discard the distillation water after it has passed through several Florentine flasks. It seems advisable to cohobate at least the "extra" and "première" runs because, due to their high specific gravity, they have a tendency to be milky. Cohobation of the "deuxième" and "troisième" fractions is not so necessary because oil and water separate quite easily due to the greater difference in the specific gravity of oil and water.

A typical case of modern steam distillation is the following:

One hundred kilos of flowers upon steam distillation yield—

Fraction	Length of Distillation	Quantities Obtained	Specific Gravity Prevailing Temperature (About 27°C.)
"Extra"	About 3 hours	About 400 grams	About 0.955
"Première"	" 3 "	" 400 "	" 0.942
"Deuxième"	4 to 6 hours	300 to 400 grams	" 0.922
"Troisième"	6 to 8 hours	Balance	" 0.910 to 0.912
	About 20 hours	About 2000 to 2500 grams	

The quantity of each fraction, as well as time required, varies considerably and depends upon season and quality of flower material.

Most distillers fractionate according to time, by "cutting" each fraction after the lapse of a definite number of hours. In this case, the quantity of oil in each fraction and the specific gravity vary. There are only one or two distilleries in which the fractionation process is based upon and continuously controlled by the specific gravity of each fraction. In this instance the time re-

\* The writer is greatly indebted for much information given so kindly by the Société des Plantes à Parfum de Madagascar in Nossi-Bé, in the main distillery of which he had the privilege of studying distillation.



quired for each fraction and the quantity of oil vary and change with the seasons. The above table applies to such fractionation according to specific gravity. It is undoubtedly the more modern and more exact process, offering the advantage that the different qualities may be drawn directly from the stills with no subsequent mixing and adjusting. Some distillers regulate their steam pressure by means of automatic reducing valves, whereby fractionation according to time becomes much more regular with less variation within the fractions.

#### A TYPICAL EXAMPLE

Another example of steam distillation and fractionation according to time, carried out in one of the steam distilleries of Nossi-Bé, is the following:

Fifty kilos of flowers upon steam distillation yield—

Fraction	Length of Distillation	Quantities of Oil Obtained
"Extra"	10 to 15 minutes	About 80 grams
"Surfine"	20 minutes	" 70 grams
"Première"	45 minutes	" 150 grams
"Deuxième"	2 hours	" 250 grams
"Troisième"	Balance	" 450 grams
	22 hours	About 1000 grams

As still another example of steam distillation according to time, we might mention the following:

Fraction	Length of Distillation	Approximate Quantity of Oil Obtained	Specific Gravity at 25°C.
"Surfine"	1½ to 2 hours	50%	0.955 to 0.970 (Usually about 0.960)
"Première"	1 hour	16%	About 0.945
"Deuxième"	1 hour	16%	" 0.930 and upward
"Troisième"	1 hour	16%	" 0.920
	Not more than 6 hours	About 100%	

This distiller, working in 1000-liter steam stills, does not force his distillation. Therefore, his yield of "troisième" quality is relatively small.

In the Comoro Islands fractionation often is done according to the following general schemes:

One hundred kilos of flowers on direct fire distillation yield—

Fraction	Length of Distillation	Approximate Quantities Obtained	Specific Gravity at 27°C.
"Extra"	4 to 5 hours	800 grams	0.955 to 0.965
"Première"	4 hours	500 "	0.930 to 0.950
"Deuxième"	4 "	500 "	0.920 to 0.925
"Troisième"	2 to 5 hours (Depending upon quality of flowers)	200 "	0.910 to 0.915
		2000 grams	

One hundred kilos of flowers on steam distillation yield:

Fraction	Approximate Quantities Obtained	Specific Gravity at 27°C.
"Extra"	Up to 1000 grams	0.960 to 0.970
"Première"	500 grams	0.930 to 0.955
"Deuxième"	600 to 700 grams	0.925
"Troisième"		0.910 to 0.915
	2200 grams	

In the case of direct fire distillation the yield is sometimes higher than the yield by steam distillation because the former is occasionally prolonged up to 36 hours in order to obtain a high percentage of "troisième" runs.

As a concrete example, an operator in Mayotte, Comoro Islands, distills as follows:

Sixty kilos of flowers upon steam distillation yield—

Fraction	Length of Distillation	Quantities Obtained	Specific Gravity at 27° C.
"Extra"	1½ hours	About 45%	0.960
"Première"	1½ "		
"Deuxième"	4 hours	About 55%	0.921 to 0.922
"Troisième"	8 "		
		1 kilo of oil	

#### QUALITIES OF OIL OF YLANG YLANG

We have seen that the quality of oil depends upon many factors, such as the type of still employed (direct fire or steam stills), care exercised during distillation (stills cleaned out, avoiding "burning," proper charging of flower material, regular flowing of distillate, sufficient cooling of condenser), and the way the fractions are "cut," etc. The quality of oil also depends upon season, the dry season giving finer and the rainy season less fine oils. Furthermore, it is influenced to a great extent by the condition of the flower material (only fully developed ones to be picked, collected early in the day and distilled immediately), and by the soil in which the flowers are grown (trees on slopes of dry, volcanic soil producing flowers with more oil of finer quality, higher in ester content, rich in "extra" fractions and of higher specific gravity than those growing in the moist soil of the lowlands).

As to producing regions, it is claimed that Réunion Island produces the highest quality oils, Nossi-Bé next, and the adjacent low and humid coastal region of Madagascar proper following closely, quality, of course, depending always upon proper method of distillation. Oils from the Comoro Islands are reputedly of a somewhat lower odor value though often of higher specific gravity. This opinion, however, is open to dispute because quality of oil depends entirely upon origin and condition of flower material and the care by which distillation is carried out. Undoubtedly, the Comoro oils are improved whenever old fashioned primitive distillation methods are replaced by more modern steam distillation.

#### YIELD OF OIL

This, too, depends primarily upon the condition of

Natives carrying the flower material in baskets to the distillery plant.





Exterior view of a typical ylang ylang distillery—at Nossi-Bé.

the flowers; furthermore, upon season, the dry season giving best and the rainy season lowest yields. Another factor is the nature of the soil, argillaceous-sandy and dry soil giving highest yield, sandy-alluvial medium yield and laterite soil lowest yield.

#### LENGTH OF DISTILLATION ALSO GOVERNS YIELD

Yield depends mostly upon length of distillation. Under normal conditions (*i.e.*, distilling 18 to 22 hours) the flowers give about 2 to 2.5 per cent of oil. If distillation is prolonged, additional quantities of oil are obtained but these last runs are of inferior quality, becoming gradually odorless. Besides, the cost of fuel is higher than the value of such oil warrants. In other words, prolonged distillation becomes uneconomical.

The entire problem is interesting and requires closer investigation and elucidation. The 2 to 2.5 per cent of total oil consists of about 0.8 per cent "extra" and "première," 0.3 to 0.4 per cent "deuxième," the balance "troisième." Thus, it contains a relatively high percentage of "troisième" which seems to develop in the course of distillation. The most important and characteristic constituents are contained in the "extra" and "première," while the "deuxième" and "troisième" qualities have much less odor value and consist mostly of sesquiterpenes and sesquiterpene alcohols.

#### EXTRACTION BY VOLATILE SOLVENTS

It is interesting to note that by extracting ylang ylang flowers with volatile solvents (petrol ether) the yield of "concrete" is only 0.7 to 1 per cent. This corresponds approximately to the quantity of "extra" and "première" obtained by distillation. The additional amount of oil obtained during distillation in the form of "deuxième" and especially "troisième" runs seems to originate during the process of distillation. It is not originally present as such in the flowers but probably forms under the influence of water and heat. A splitting or decomposition of certain complex compounds, the constitution of which is not yet known, into simpler ones (sesquiterpenes and sesquiterpene alcohols, etc.) seems to take place. It may be caused by some sort of hydrolysis under the influence perhaps of ferments. These compounds are insoluble in petrol ether, which seems to explain the corresponding lower yield of absolute in the case of extraction.

Garnier and Défaud carried out experiments in their factory in St. Paul, Réunion Island, distilling ylang

ylang flowers which had been previously exhausted with petroleum ether. They obtained an oil very much resembling "troisième" quality of regular distillation which seems to indicate that this third fraction was not originally present in the flowers and originated only under the influence of heat and water.

#### CONSTANTS OF OIL OF YLANG YLANG

Samples of genuine oils collected by the writer during his visit to the producing regions in the fall of 1937 were analyzed in our laboratories and showed the following constants:

##### NOSSI-BÉ

Fraction	Specific Gravity at 15°C.	Optical Rotation	Saponification Value	Refractive Index at 20°C.	Solubility at 20°C.
Super Extra	0.987	—20°15'	198.8	1.5009	Soluble in 0.5 volumes of 90% alcohol; turbid to cloudy in 2 to 2.5 volumes and more.
Extra	0.977	—25°52'	184.8	1.5005	Soluble in 0.5 volumes of 90% alcohol; turbid in 1.5 volumes and more.
First	0.971	—35°0'	154.0	1.5045	Soluble in 0.5 volumes of 90% alcohol; cloudy in 1.5 volumes and more.
Second	0.935	—54°10'	85.4	1.5050	Not clearly soluble in 10 volumes of 90% alcohol.
Third	0.922	—55°28'	54.6	1.5099	Not clearly soluble in 10 volumes of 90% alcohol.

##### NOSSI-BÉ

Fraction	Specific Gravity at 15°C.	Optical Rotation	Saponification Value	Refractive Index at 20°C.	Solubility at 20°C.
Super Extra	0.976	—26°35'	186.2	1.5005	Soluble in 0.5 volumes of 90% alcohol; opalescent in 2.5 volumes and more.
Extra	0.968	—35°51'	158.7	1.5030	Soluble in 0.5 volumes of 90% alcohol; cloudy in 1.5 volumes and more.
First	0.957	—36°56'	130.7	1.5028	Soluble in 0.5 volumes of 90% alcohol; cloudy in 1.5 volumes and more.
Second	0.942	—57°18'	84.0	1.5101	Not clearly soluble in 90% alcohol up to 10 volumes.
Third	0.930	—58°0'	58.8	1.5119	Not clearly soluble in 90% alcohol up to 10 volumes.

The oils described above were all obtained by steam distillation and much care was exercised in the harvesting of the flowers and in distillation. The odor of these oils is excellent. The so-called "Super Extra" fractions are not regularly produced but were obtained experimentally for the purpose of studying the first "top" fractions.

An interesting feature is the elevated saponification value of these oils, indicating a high content of esters. The oils are outstanding for their fine "top note."

# NOSSI-BÉ

Fraction	Specific Gravity at 15°C.	Optical Rotation	Saponification Value	Refractive Index at 20°C.	Solubility at 20°C.
Extra	0.960	—38°15'	128.8	1.5061	Soluble in 0.5 volumes of 90% alcohol; cloudy in 1.5 vols. and more.
First	0.946	—56°12'	89.6	1.5105	Not clearly soluble in 10 volumes of 90% alcohol.
Second	0.938	—61°10'	81.2	1.5100	Not clearly soluble in 10 volumes of 90% alcohol.
Third	0.923	—51°22'	51.8	1.5095	Not clearly soluble in 10 volumes of 90% alcohol.

The above oils were obtained by steam distillation. Constants as well as odor are normal.

# NOSSI-BÉ

Fraction	Specific Gravity at 15°C.	Optical Rotation	Saponification Value	Refractive Index at 20°C.	Solubility at 20°C.
Extra	0.955	—27°23'	126.0	1.5020	Soluble in 0.5 vols. of 90% alcohol; turbid in 2 vols. and more.
First	0.953	—44°50'	119.0	1.5070	Soluble in 0.5 vols. of 90% alcohol; turbid to cloudy in 1 vol. and more.
Second	0.949	—55°5'	96.6	1.5112	Not clearly soluble in 90% alcohol up to 10 vols.

Distillation was carried out very carefully in a small but well equipped distillery working with open fire stills.

# MADAGASCAR

Fraction	Specific Gravity at 15°C.	Optical Rotation	Saponification Value	Refractive Index at 20°C.	Solubility at 20°C.
Surfine	0.967	—34°45'	160.5	1.5011	Soluble in 0.5 volumes of 90% alcohol; turbid in 1.5 vols. and more.
First	0.954	—49°54'	119.5	1.5048	Soluble in 0.5 volumes of 90% alcohol; cloudy with more.
Second	0.944	—76°0'	105.5	1.5147	Not clearly soluble in 90% alcohol up to 10 vols.
Third	0.940	—76°50'	76.5	1.5141	Not clearly soluble in 90% alcohol up to 10 vols.

The above oils were obtained by steam distillation. The relatively high specific gravity and saponification value of the "third" fraction indicate that distillation has not been pushed very far.

# COMORO ISLANDS (Anjouan)

Fraction	Specific Gravity at 15°C.	Optical Rotation	Saponification Value	Refractive Index at 20°C.	Solubility at 20°C.
Extra	0.986	—23°44'	154.0	1.5051	Soluble in 0.5 volumes of 90% alcohol; cloudy in 1.5 vols. and more.
First	0.963	—33°0'	136.3	1.5030	Soluble in 0.5 and 1 volume of 90% alcohol; cloudy with more.
Second	0.934	—52°20'	74.7	1.5094	Not clearly soluble in 90% alcohol up to 10 vols.
Third	0.915	—54°18'	45.7	1.5085	Not clearly soluble in 90% alcohol up to 10 vols.

The oils were obtained by steam distillation. An in-

teresting feature is the relatively high specific gravity of the "extra" and "first" fractions which is characteristic of good Comoro oils.

# COMORO ISLANDS (Anjouan)

Fraction	Specific Gravity at 15°C.	Optical Rotation	Saponification Value	Refractive Index at 20°C.	Solubility at 20°C.
Extra	0.976	—31°45'	172.2	1.5041	Soluble in 0.5 volumes of 90% alcohol; turbid to cloudy in 1.5 volumes and more.
Second	0.942	—61°10'	95.2	1.5102	Not clearly soluble in 10 volumes of 90% alcohol.
Third	0.922	—59°10'	56.0	1.5095	Not clearly soluble in 10 volumes of 90% alcohol.

The oils were distilled in a very modern steam distillery. The odor is excellent.

# COMORO ISLANDS (Mayotte)

Fraction	Specific Gravity at 15°C.	Optical Rotation	Saponification Value	Refractive Index at 20°C.	Solubility at 20°C.
Extra	0.960	—49°12'	142.8	1.5065	Soluble in 0.5 volumes of 90% alcohol; cloudy in 1.5 vols. and more.
Second	0.948	—56°10'	102.2	1.5101	Not clearly soluble in 10 volumes of 90% alcohol.

The oils were obtained by steam distillation. The constants and the odor are normal.

# REUNION ISLAND (St. Paul)

Several Samples

Fraction	Specific Gravity at 15°C.	Optical Rotation	Saponification Value	Refractive Index at 20°C.	Solubility at 20°C.
Extra H	0.959	—37°55'	149.3	1.5007	Soluble in 0.5 volumes of 90% alcohol; turbid with more.
	to 0.961	to —44°45'	to 153.1	to 1.5022	
Extra E	0.952	—49°55'	128.8	1.5045	Soluble in 0.5 volumes of 90% alcohol; turbid with more.
	to 0.954	to —52°22'	to 133.5	to 1.5054	

(These figures apply to oils produced in recent years. According to a private communication, Robert Garnier found for these fractions, distilled in preceding years, a specific gravity ranging from 0.957 to 0.965; an optical rotation from —40°5' to —50°5'; a refractive index from 1.5095 to 1.5124, while the saponification value usually varied around 175.)

Second	0.912	—64°20'	59.7	1.5058	Not clearly soluble in 90% alcohol up to 10 vols.
	to 0.913	to —65°	to 61.6	to 1.5060	

The oils were obtained by [Continued on page 70]

View of part of a ylang ylang distillery with natives at work.



# Packing . . Important as Packaging

How to get product to consumer in proper condition  
. . Points on selecting size and design of shipping  
container . . The ten cent package . . New specialties

by RALPH H. AUCH, A.B., Ch.E.

**T**WO phases of packing, as distinguished from packaging, should be given due consideration. First, there is the matter of getting the product to the consumer, not the jobber or retailer, in proper condition. Advertisements frequently illustrate the product in the hands of an attractive user. The ultimate user carries this picture in her mind and expects to receive the product in equally attractive condition.

She makes no allowance for and is disappointed if she buys an unsightly mashed tube, crushed or smudged carton, scarred label or scratched cap, as the case may be. This means the shipping container must not only be sturdy enough to comply with regulations but also to avoid an undue amount of damage in transit.

The second consideration is the size of the shipping container, so often given but scant attention. Competition may pack, one, three or six dozen or a gross per unit. The newcomer is prone blindly to adopt the same size. The fact that competition enjoys several times the turn-over he may reasonably expect initially is overlooked. How much better then, until he too enjoys some semblance of this rapid turnover, to pack in smaller units to insure fresher, less handled, more inviting packages being handed the consuming public by the dealer. Unquestionably, jobbers would also appreciate these smaller units. This is not a sign of weakness but of cooperation.

One manufacturer packs his specialty in the ten cent size in one-half gross containers, the 25 cent size in two dozen cartons, 50 cent size in dozens and one dollar size in half dozens. These are not chance packings. They have been arrived at by a study of sales. Distributing warehouses of drug chains are veritable repacking depots and they often provide stout boxes for servicing their stores. If this condition obtains in the large outlet chain, what of the jobber in his shipments to the small humble slow turnover side street independents? Everyone has seen the mixed lots in open cartons salvaged after breaking manufacturers' shipping lots with or with-

out a bit of excelsior for more or less protection on the jobber's trucks.

Still another consideration is the choosing of an effective means of capitalizing the shipping container. It may be a big replica of the individual package, it may carry some catchy phrase or slogan, or be so designed that a number of them make an effective floor or mass counter display. These are just suggestive of the many ways cartons can make the passerby product-conscious. And, incidentally, don't overlook charging the sales promotion department for the added expense if any is incurred.

## TEN-CENT SIZE?

A specialty carrying a low retail price in the regular size or sizes should obviously make a bid for the business of the five and ten. This usually proves to be highly desirable,—low selling expense, big volume, no credit loss. Furthermore, it often helps consumer acceptance materially.

Specialties in the higher price brackets have many questions that must answer satisfactorily before an intelligent decision on small sizes can be made. Will the proportionate size, i. e., for example one-tenth the quantity of the regular dollar size be more than a sample—enough to "sell" the user the merit, convenience, or superiority of the product? (In passing, it is interesting to note that a number of specialties in the dime store size are out of proportion, usually on the high side.) Is the package one that can be reproduced in this miniature size at a reasonable cost? This trade is brutally insistent that the ten-cent size be a replica or exact duplicate of the regular size. It is the part of wisdom to make it so, for in time it may replace sampling in whole or in part at a tremendous saving. Sampling, in fact, whether by radio offer or magazine and newspaper coupon is often done with the ten-cent size, particularly if there is a small charge for it.

Another question: Is the package one that can be pro-





How some manufacturers conform to the "unwritten law" that the ten-cent package be a replica of regular size and in proportion as well

duced, filled, closed, labeled, cartoned and packed economically on semi-automatic or fully automatic equipment? Only by getting the package, packaging and packing costs down to bed-rock can a specialty be produced profitably when \$9.00 per gross represents the syndicate top and \$7.50 or less is the average buying figure. Normally they will pay delivery charges on drop shipments.

Will sales of the regular sizes be adversely affected on account of the dime size? This is the only question that can definitely be answered in this general discussion. Almost without exception sales will not suffer one bit. It is not uncommon, in fact, for regular sales to be materially increased. The dime size reaches consumers in the lower strata and those of the colored race, admittedly the hardest classes to reach by any known form of sales promotion. Many others, unwilling to risk the price of the regular size or not interested to the point of mailing a sample coupon or request will try the dime size. Likewise, seasonal products will benefit for obvious reasons.

#### A NEW SPECIALTY, A NEW COMPANY?

The new product now being ready to go into production and the sales promotion being assumed ready to be released, the question of whether or not a separate company should be organized may arise. On this subject there is much that can be advanced pro and con,—so much in fact that this writer prepared a veritable monograph published in these columns March 1926.

No special to do is made of it if the manufacturer makes a long line and adds the new item to round it out. Likewise, the manicure maker who offers a matching lipstick, the underarm deodorant specialist who adds a depilatory, the tooth paste merchandiser who makes a tooth powder or mouth wash, or the shaving cream producer who provides the companion talc and/or after-shave lotion, for example, will do well to operate under the same trade-mark and corporate or firm name.

The manufacturer thus avails himself of the prestige of his good name. There is the danger, however, if the new item is a "flop" that the trade will expect it to be replaced with his more saleable merchandise. Then, too, if the new product is a disappointment for any of the many unforeseen reasons that may develop, his pres-

tige among the consumers may suffer. If, however, it is wholly "right", sales resistance is reduced and volume due to trade and consumer acceptance may enjoy surprising impetus.

A manufacturer, on the other hand, who launches a new product of a nature quite dissimilar to his other specialties, if his trademark does not fit the new product, if it appeals to a different class, if it falls in much higher or lower price brackets, for instance, may do well to organize a new separate company. Such organization affords the opportunity for inviting in new capital so that no moneys of the old company are required to be diverted to the new promotion.

It affords the opportunity for the management to compensate itself, by the promotional stock route, for the idea, the formula and package development and the specialized knowledge and skill acquired, often at great expense, in launching and merchandising the earlier product or products. Incidentally, still by way of suggestion, valuable and trusted employees may be given the opportunity to buy into the new company. This is especially desirable when the old outfit is a partnership or closed corporation, which so many in this industry are.

The mechanics of setting up a new company are simple. Two or more companies can operate under the same roof with entire satisfaction. At the moment, this writer is operating with three. The break-down of all phases of operation are unquestionably more thorough and accurate than if there were only one.

#### CONCLUSION

As stated earlier, we have been preaching in our feeble, humble way, more care and thoroughness in the development and launching of new specialties for many years. Vent has been given our best thought on this subject as long as thirteen years ago in these columns.

It is gratifying to note that the U. S. Department of Commerce, Bureau of Foreign and Domestic Commerce has become actively conscious of the vast amount of mis-directed human endeavor poured into new specialties. Accordingly, they have issued a fifty-two page booklet "Check Sheet Market Research Series" No. 7, titled *Introduction of New Consumer Products*. Anyone in the throes of launching a new product will find much of interest therein.

The ideas advanced in this series, both good and not so good, have been developed, adapted and adopted over a period of twenty years. The ratio of successes to failures is doubtless higher for having been schematic and systematic than it would be had slipshod less painstaking procedure been followed.

The buying public does not look upon the buying a tube of shaving cream or can of talc or a jar of facial cream, hand lotion or face powder as such a serious business. It is strikingly fickle—likely to switch at the merest whim. If a new product is to win and hold a place in the bath room or the boudoir, the package and its contents must be as near right as human ingenuity can make them.

# News of Grasse—and Charabot

The heads of prominent essential oil houses report conditions in general and on Charabot in particular, following an extended European trip

**UPON** their return from a trip through Italy, France and Great Britain, Frederick H. Ungerer and Kenneth G. Voorhees, president and vice president of Ungerer & Co., New York, expressed themselves as well satisfied with the results of their European trip. While Paris was "blocked out" when they arrived and war threatened, nevertheless they finished their program and returned with but slight inconvenience.

One of the highlights of their trip was a visit to the Charabot & Cie. plant in Grasse and subsequent visits with Alexander Klaguine in Paris.

As is well known on the Continent, Mr. Klaguine is an outstanding figure in the commercial life of France and other European countries. A capitalist, keen business man, interested in many enterprises, he was an old personal friend and admirer of Senator Charabot, whom he had known for many years. And it was in the capacity of a loyal friend that he, through the Senator's financial embarrassment and subsequent death, becomes sole owner and director of Charabot & Cie. Mr. Ungerer talked at length with Mr. Klaguine regarding the Charabot business for which his firm has been American agents for two generations and, at our suggestion, obtained from him his views upon the industry in general and Charabot & Cie. in particular.

Mr. Klaguine referred to the general situation as somewhat difficult due to three factors: first, by the aggravation of the general economical situation in France; second, by the increase in the cost of living; and third, by the new social laws which render these industries more and more difficult to run.

## GROWING OF FLOWERS AND CROP PROSPECTS

He also pointed out that reduced sales of luxury products had depressed prices generally over a period of years, and made it necessary to look to smaller farms in buying adequate supplies of flowers. Mr. Ungerer's visit to a small flower grower was informative. On a Sunday morning the whole family, comprising the father, his wife, his sister-in-law and three children of 10 to 15 years old, had been picking the jasmin flowers in the fields. This work produced 4.5 kilograms of flowers at a sale price of 26 francs per kilogram—which shows that only family work is possible under present conditions, where the working hours are neither counted nor paid. And even these farmers complained that the actual price is insufficient on account of high taxes, cost of fertilizer and equipment.

The jasmin crop in Grasse is greatly deficient this year on account of dryness in May and June, and because of



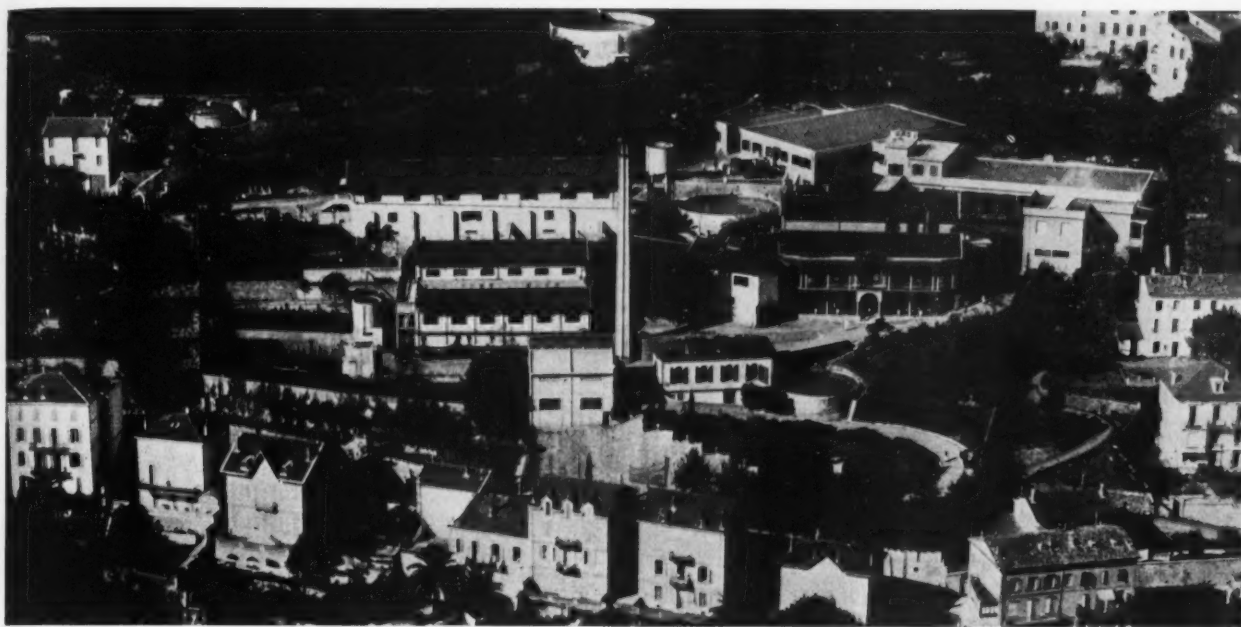
Frederick H. Ungerer



Alexander Klaguine



Kenneth G. Voorhees



An aerial view of the Charabot plant in Grasse

the rains and cold weather in August and September. The quality of the flower is good, but the total amount reaches hardly 60% of the last year's quantity. The rose crop is, on the contrary, quite normal as well as the crop of the orange flower.

These are the three most important flowers in the natural perfume industry.

#### MR. KLAGUINE ACQUIRES CHARABOT & CIE.

Charabot & Cie. was a very large and important buyer of flowers; and when the depression started, Senator Charabot had vast commitment contracts. He honored all these contracts, took in the flowers and went on producing; thus he accumulated heavy stocks of products. As sales fell off all over the world, he was forced to seek bank loans and for some years was carrying a crushing burden.

Under the pressure the Senator's health gave way and after a brave fight, he finally abandoned the business and properties which went into the hands of the Receivers.

Into the picture stepped Mr. Klaguine, a naturalized Frenchman of Russian origin and an enterprising business man, much of the American type. His brother, Nicholas Klaguine, is an American citizen, his family American-born and himself experienced in American business thinking and methods. Mr. Klaguine has the advantage of the consultation and guidance of his brother regarding the American market.

Mr. Ungerer reviewed with Mr. Klaguine the 120 years' history of the Charabot firm in Grasse and the building up of a several million dollar investment in buildings, equipment, trade-marks, stocks, and agencies, and the prosperity Senator Charabot enjoyed.

Mr. Klaguine realized that this important firm with a prosperous past, had passed through a complicated period, and many people may have harbored the impression that the future of the plant, its products and the business may be uncertain.

He explained (with a smile) that the Charabot bank-

ruptcy had wiped out all the debts against the business and the properties, also the heavy carrying charges of debts and credits, leaving the plant and business free and clear.

#### STORY OF REORGANIZATION

Having bought the business from the Receivers upon a very reasonable basis and possessing ample cash capital, Charabot & Cie., is now reorganized upon a sound financial basis and pays cash for its flower requirements, which permits choice selections.

This substantial working capital has made it possible to thoroughly modernize all equipment, install the latest technical improvements and accumulate ample stocks of necessary basic raw materials, thus putting the plant in a position to produce and offer the highest grade products upon a most favorable basis of price.

Mr. Ungerer inspected the plant and found it thoroughly modernized in every respect. Everywhere was noted perfect organization. The new lavender distillery established by the firm in Mont Ventoux is the most modern in Grasse—possibly in the world. New equipment has been installed for the manufacture of flower products. Raw materials are analyzed by new improved methods and all products are produced by the latest scientific processes.

Practically all the old familiar faces were in their respective places in the technical and research staffs and Mr. Ungerer learned that all employees are on a bonus basis.

Mr. Ungerer expressed his deep gratification of the fact that the old firm of Charabot & Cie., having passed through the troublesome times, was now in the capable hands of Mr. Klaguine who is taking a personal pride in the future progress and further development of the industry to even higher technical standards. He expressed a determination to continue as the Senator would have wished, along the line of the firm's previous high ideals of quality and reliability to which his friend had given a lifetime of efficient and notable service.



# desiderata

by MAISON G. DE NAVARRE

**Degraded Keratin** Permanent wave solution manufacturers will be interested to know that a new material made from hair, and at the moment called *degraded keratin* for lack of a better name, will soon be made available. It is intended to be used in alkaline solutions in which it is soluble, and its presence in the solution will tend to overcome the destructive action on hair under treatment. As the word comes to us, the price will be low, so as to make it available to all parties. We believe this to be the first source of this kind of material in this country.

**Hair Dye Regulations** The Food and Drug Administration, under date of October 17th, issued a special notice to manufacturers of hair dye preparations. The notice states that it is necessary to provide all labels on such preparations with directions for making a preliminary skin test. A guide in outlining such a skin test is given, although this need not be followed completely, as other skin tests may be acceptable.

**Preservative** A new preservative, far stronger in action than the ordinary p-hydroxy-benzoic acid esters is now available, according to the supplier. Data on use can be obtained from the maker.

**Sun Tan Preparations** It would not at all surprise us if one of the first cosmetics to be picked up by the F.D.A. were the sun tan preparations. Many sun tan creams and oils are poor or only fair screens. We know this from actual tests. The consumer buying sun tan products does so with the belief that they are effective, and has no way of knowing they are not until he uses them. So, any manufacturer who doesn't test his product is in no position to know how effective his combination is. Untested products do not deserve the respect and confidence of the consumer. Products known by the

compounder to be useless as screens will at last get their due. There is no reason why a sun tan preparation intended to prevent sunburn cannot do so if the manufacturer wants it so. Many good screens are available from a variety of suppliers.

**Labels Again** If you claim therapeutic properties for your product, it comes under the heading of a drug, and as such is subject to the drug sections of the Food, Drug & Cosmetic Act. This applies to acne preparations, scalp remedies, eye preparations and other similar toiletries. The wise thing to do is to change the name of your product if it is not acceptable, drop out all therapeutic claims, and if necessary, go so far as to drop the items from your line . . . or lay yourself open to the regulations under the drug sections of the law.

**Indian Aromatics** Certain aromatic products are now being successfully made in India by a pioneer company. To date samples of Kewda Oil, Kewda Absolute and Terpeneless Kewda Oil have been received. All are genuine products of the highest quality. Because of their special aromatic notes, these materials ought to find usefulness in the compounding of some unusual modern bouquets.

At the moment, supplies are available only in India.

**Homemade Creams** Dr. Herman Goodman has just obtained a patent for making cosmetic creams by simply adding water to the concentrate, at the correct temperature. This patent has been assigned to a manufacturer who will probably soon be flooding the country with the stuff and telling American women how to make their own cosmetics cheaply.

This reminds me of the story where in little Johnnie was asked by his teacher, "What is the difference between water and ice?" Pondering awhile, Johnnie replied, "The only

difference I know of, teacher, is the price." How true . . .

Seems like somebody else has been crying about the same thing . . . maybe it was in *100,000,000 Guinea Pigs*, or was it *Skin Deep*?

By the same reasoning that holds that the housewife is being robbed when she pays a half dollar for a cosmetic, this same lady ought to diagnose her own ailments. Just think, she pays the doctor two bucks or more and gets nothing for it either, except a prescription which will cost some extra kopecks.

It is to be hoped that the Doctor's own knowledge of the abuse to which any kind of home manufacturer can be put, not to mention the ignorance among laymen, will lead him to realize that he is assuming a position of responsibility greater than that of any manufacturer.

**Odorless Coconut Oil** A source of odorless edible coconut oil has just been located. The oil doesn't have the peculiar and characteristic smell found in ordinary grades of edible oil. Its use in cosmetics allows further novelty in products.

**Free** All subscribers of *The American Perfumer* can obtain free, a copy of the latest bulletin on EMULSIONS, just off the press. Writes one recipient, "congratulations on your latest Bulletin on Emulsions . . . it is excellent." Unquestionably, the most complete description of trade named products under one cover. Since the supply is limited, and since the free rate expires after December 15th, you'd better get your copy now.

**Lipstick Wax** A new wax-like product melting at 135° F., close to the temperature at which many popular lipsticks melt, is now offered to replace part or all of the beeswax or stearic acid. It is compatible with bromo acid and is said to give a better lipstick than similar waxes. It is a new synthetic material.



# New TOILET GOODS Review

**Cosmetics for Adolescents:** After many years of study and experimentation, Rose Laird has introduced a new line of cosmetics, "Young Skin," the first in the field created specifically for adolescents. Her plan is to educate mother and child in the care of the skin to help prevent the harassing disorders prevalent during the teen age. An expert skin counselor will preside over the sale of these products in the stores to explain the course of treatment. The full line of 13 items includes requisites for boys as well as girls. The jars and bottles are made of white opaque glass and lettered in skipper blue. The stoppers are neatly anchored with blue and white polka dot ribbons.

**Herbal Cosmetics:** The full range of cosmetic aids made from selected herbs grown on the Herb Farm at Sevenoaks, Eng., are available for the first time in America. Creams, lotions, astringents, and bath preparations, are all prepared from herbs and flowers grown on the farm and are mixed, distilled and blended

from old, well-tried formulas. All the products are packaged in dainty, quaint containers. The Herb Farm Shop at Bonwit Teller, the first store to carry this line, is shown above.

**Cosmetic Bracelet:** Here is an article of personal adornment which is a beauty aid as well. The Marlowe cosmetic bracelet, made from Bakelite cast resinoid in various colors to conform with any costume, contains all the requisites for a quick "touch up" and eliminates the necessity of carrying cosmetics for that purpose. A turn of the handsomely embossed outer metal band exposes three receptacles containing powder, puff, and mirror. A second turn discloses rouge, puff and mirror; and a third reveals lip rouge.

**Hair Lacquer:** For the upswept coiffures, Armand Associates offers a new product, Nusheen Hair Lacquer, to keep hair in place and prevent straggling ends. It is transparent, easy to apply, dries quickly, and rinses with a single shampoo. The bottle is the flat type. The label is green printed in black and white.

**Evaporation Proof Atomizer:** The problem of keeping perfume from evaporating or leaking out of atomizers is now very economically answered by the DeVilbiss Co. The jeweled filigree top on the new atomizer is simply unscrewed when perfume is to be sprayed. When it is in place, the atomizer does not spray and is said to be evaporation proof. The high luster bottles are offered in crystal, blue, topaz, and rose colors with gold, chromium or green gold finishes.



COSMETICS FOR ADOLESCENTS



HERBAL COSMETICS

**Fluffy Cleansing Cream:** In answer to repeated requests for a non-liquefying cream with a fluffy texture but a more solid base, Elizabeth Arden has created a new Fluffy Cleansing Cream. The new cream is said to be just as effective as her regular liquefying cream, the difference between them being a matter of texture, appearance, and method of application. Fluffy cleansing cream is packed in the well-known Arden pink jars.



COSMETIC BRACELET



HAIR LACQUER



NON-LEAKING ATOMIZER



## NEW PACKAGES

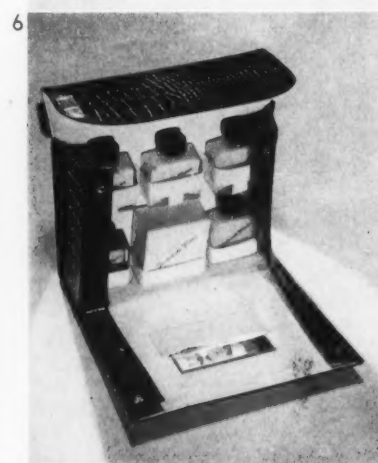
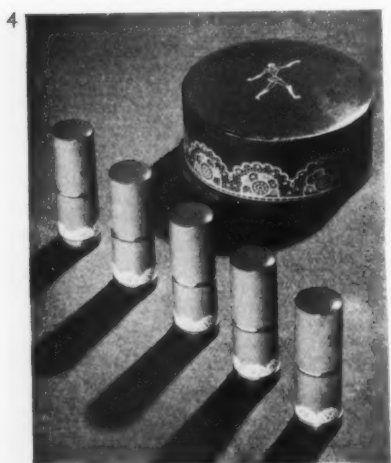
**1 . . JACQUELINE COCHRAN:** A full line of beauty preparations, "Wings of Beauty" is now offered by Miss Cochran. It includes creams, lotions, and all make-up essentials. The packages are of modern, streamline design to conform with the originator's background in aviation. The packages are soft gray, capped in white.

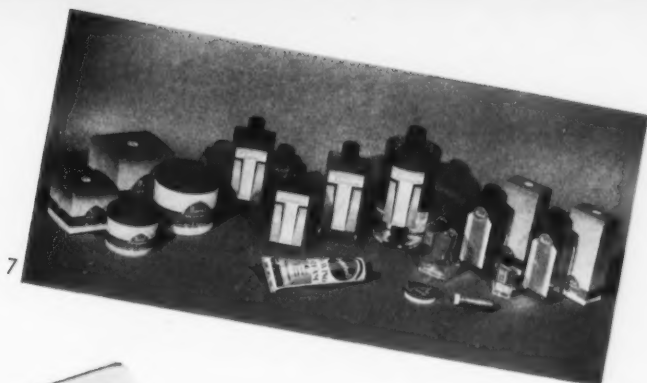
**2 . . PARFUMS CHARBERT:** This firm's new presentation is its "Gentlemen's Locker Kit", a genuine pigskin zipper case containing after-shaving lotion, hair tonic, brushless shaving cream, talcum powder, comb, hair brush and mirror. Rather unique is the provision made for golf balls and tees. Items other than these can, of course, be substituted. The checked lining is waterproof. A profile sketch of William Gaxton appears on all the silver foil labels.

**3 . . H. E. B. PRODUCTS, INC.:** Skin

protection on winter vacations in both the north and south is offered in the new Even Glow and Winter Glow products. Even Glow, an odorless, stainless sun tan preparation, is offered in liquid and cream form. Winter Glow, a cream, is recommended for protection against the wind when skiing or skating. The color scheme of the packages is lavender and black.

**4 . . SCHIAPARELLI:** A "lipstick wardrobe" is Schiaparelli's answer to the variety of lip make-up required with the many new widely different costume tones. She offers Pruneau for wine and plum tones; Shocking for American Beauty tones; Schiap for rust, brown and green; Ardent for red and blue; Fragile for delicate shades. Five new complementing powder shades are also offered. The metal lipstick case has the "Shocking" pink color with white simulated lace trimming. The powder box matches.





7



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**5 . . EISENBERG:** Numerology has been employed in the selection of a name for the new exotic perfume brought out by the creator of the well-known Eisenberg originals. And so we have perfume "847" calculated, numerologically, to give power! It is presented in an interesting bottle blown into the figure of a lady in full skirted period dress. The figure stands on a base of silver foil and is enclosed in a hood of cellophane with electric blue panels.

**6 . . GASTON DE PARIS:** A Junior Beauty Bag of treatment requisites is now offered by this house. The case is made in alligator leather finish and comes in bright Gaston blue and costume colors. The containers are white printed in Gaston blue to match the stoppers. The powder box has a white pigskin finish.

**7 . . TOGSTAD:** This middle western concern has re-packed its entire extensive line of toilet preparations. For the feminine line, Mariet, they have chosen a neat, simple design interpreting it in Wedgwood blue and white. Their men's line carries a striking label in bright green contrasted with brown on a white background.

**8 . . VOLUPTE:** For gay evenings about town, this house offers the "Chatelaine" bag. It is feather light and scarcely larger than a compact. Yet it holds powder, rouge, lipstick, mirror, purse, comb and special cigarette compartment. It is made in rich burnished gold metal and black or white enamel.

**9 . . MARY DUNHILL:** This firm has added two new striking vanity sets to its line. One is a handsome filigree set in burnished silver or gold metal, presented in a rich cream and gold box. The other,

the "Perlud" set, is black enamel, gold trimmed, with a pearl set in the center of the vanity and on top of the lipstick. It is offered in the regular white grain, green-trimmed Dunhill box. The vanities in both sets are for loose powder only.

**10 . . MARGLEN:** A new treatment and make-up line has just been brought out by this western house which formerly handled only nail preparations. The line includes two creams, two types of masques, lotion, two skin tonics, six shades of powder and rouge, lipsticks to match nail polish, and eye shadow. The packages have an appealing simplicity. White caps are used as well as a highly lustrous gold foil label, printed in bronze and embossed with an engraving of the House of Marglen. The transparent paper wrapping on each package is held secure by a tiny gold label.

**11 . . HENRI BENDEL:** Following the present day trend to revive old favorites, this establishment is re-introducing the Victorian fragrance lilac in a complete bath line known as Bendelilas. The line includes perfume, toilet water, toilet and floating bath soap, face and bath powder, bath oil, and sachet. The packages are a striking ensemble in silver and gold, trimmed in bronze. The bottles have deep purple, gem-cut stoppers. The charming hat-box containers for face and bath powder each have purple swansdown puffs.

**12 . . BARBARA BATES:** The most useful of this concern's nail preparations have been gathered together to make the "House-party" Manicure Set. In addition to nail polish and remover, it contains hand lotion, cuticle oil and buffing lotion. The stand which holds the items, a very practical feature, has an 18-karat gold plated frame. The base is wood, enameled in blue or rose. The gift box has permanent use for traveling.

**13 . . HUDNUT:** With the gift season approaching, this company offers its Tenfold perfumes in all the flower scents in new fluted crystal flacons. Matching toilet waters are also offered in slender grooved bottles with shiny metal caps. Eau de cologne in Violet Sec or Plaza fragrances, two favorites, are offered in clear or blue crystal atomizer bottles.

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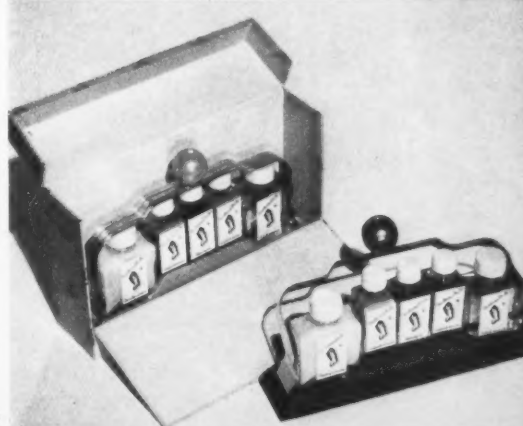
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13





# QUESTIONS AND ANSWERS

## 250. Pneumonia Salve

*Q: We want a formula for making a pneumonia salve, that is a good salve for use on chest colds, etc.—E. E., Illinois.*

*A: You are at the wrong place for this. We don't know that there is a pneumonia salve, and if there was, we are sorry to have to admit we don't know what is in it. Frankly, it is a medical product, and ours is a journal of the cosmetic industry. Sorry for our inability to help you.*

## 251. Cream Deodorant

*Q: Will you please suggest one or several formulas for a cream deodorant as effective as possible in the low cost field.—J. R., Miss.*

*A: Formulas for three different de-*

*odorant creams will be found in the May, 1938, issue of The American Perfumer in an article by R. J. Maicki. These are good formulas.*

## 252. Oxycholesterin

*Q: Will you please furnish me with the names of actual producers of oxycholesterin, the water emulsifying principle of lanolin? There should be someone willing to furnish the 100% article, and if you could find out for me, I would greatly appreciate it.—C. W., Wis.*

*A: Under separate cover, we have sent you the names of what we believe to be actual oxycholesterin or concentrated fractions of lanolin, used in the making of absorption bases. We don't guarantee any of*

*the materials. But they are the best we know of. Most of these are not pure oxycholesterins, but mixtures of oxycholesterins with other lanolin materials. We know of no pure oxycholesterin.*

## 255. Hair Lacquer

*Q: Give us a formula for hair lacquer, such as used by hair dressers, the use of which is on the increase.—J. L. Poland.*

*A: We are not acquainted with the preparation you mention and must perforce decline the opportunity to help you. Our guess would be that the product is an alcoholic solution of some resinous substance, perhaps rosin or a similar material. Sorry for being of such poor help to you.*

# TECHNICAL BOOK REVIEWS

□ COLLOID SYSTEMS, by A. von Buzagh, translated by O. B. Darbishire, edited by Wm. Clayton. 311 pages, illustrated. 6 x 9.75 inches. Published by Reinhold Publishing Corp., New York City. 1937. Price \$9.00.

The translator asks some rather pertinent questions when he queries, "What common properties have . . . a gold sol, a gelatin gel and a piece of silk fiber, that they should be classified together as colloid systems? . . ." The author's preface says ". . . it is quite a thankless task to write a book about principles; especially about immature principles which are not yet entirely free from personal bias."

From these few words of the author and translator, one gets a good idea of the type of book to be expected. In brief, it is a summary of modern principles, not necessarily complete, for the reader is expected to have some knowledge of the subject himself.

Twelve chapters, a conclusion, au-

thor and subject index comprise the three hundred some pages.

A foreword by Dr. Wolfgang Ostwald adds further character to the excellent summary of colloidal phenomena as it applies to chemistry and physics.

□ GLYCO COSMETICS MANUAL. Vest pocket size, 94 pages. Blue fabrikoid binding. Glyco Products Co., New York, N. Y. 25 cents.

Within a brief compass this book supplies information on the manufacture of various cosmetic preparations. Data on manufacturing processes, precautions to take in making creams and other useful data are given.

□ RECENT ADVANCES IN VOLUMETRIC CHEMICAL ANALYSIS, by H. B. Kellog. Published by Lefax Corp., Philadelphia. 208 pages. 4 x 7 inches. Paper cover. Price \$2.00. 1938.

Even casual inspection proves the author's desire to make his book practical. Thus instead of suggesting

30cc samples in titrations, he suggests 25cc samples, as the 25cc pipette is standard equipment.

The author has really collected the most recent methods, a large portion of which are a decided advancement over older ones. Practically all of the substances discussed are inorganic, though a few organic determinations are included.

The pages on preparation of volumetric solution are unusually well done. The large section on indicators seems quite inclusive. Methods described have been tested in the author's work and are known to be workable—a commendable safeguard.

Most methods are described, followed by further detailed data on each reagent used. References to the original source of the information is made at the end of each type analysis. Ceric sulphate and oxine as reagents in quantitative analysis are well described.

An inexpensive book on the latest methods, with good explanations accompanying each determination.



# TURNER TUBES



SMART

MODERN

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COLORFUL

Manufacturers of  
COLLAPSIBLE  
TUBES since  
1898

TURNER WHITE METAL CO., Inc. . . . New Brunswick, N. J.

# NEW PRODUCTS AND PROCESSES

## Butoben Preservative

Butoben (normal-butyl parahydroxybenzoate) is a new preservative offered by Merck & Co., Rahway, N. J. According to the company's description, it is a white, odorless, stable, non-toxic powder effective in small quantities. It has been found, it is stated, to be more effective even in smaller concentrations than many of the other esters of parahydroxybenzoic acid and, it is added, it is effective in alkaline, acid or neutral conditions. It is readily soluble in alcohol and in water in the proportion of 1 gm. in 5,000 cc. and is useful in all types of liquid and ointment preparations. A working sample and a descriptive folder on various preservatives with a table of comparison may be secured from the company.

## Low Priced Caproic Acid

The commercial availability of normal caproic acid at a new low price has been announced by Carbide and Carbon Chemicals Corp. Now selling at 35 cents a pound in drum quantities, caproic acid becomes a valuable source of the hexyl group for many industrial syntheses. It is expected to create considerable interest as a chemical intermediate in the manufacture of certain pharmaceuticals, resins, rubber chemicals, and essential oils.

Caproic acid is the normal, straight-chain, six-carbon atom compound of the fatty acid series. It is a colorless liquid of characteristic odor. It boils at 202 deg. C., freezes at 4.7 deg. C., and has a specific gravity of 0.9280 at 20/20 deg. C. It is only slightly soluble in water, but is soluble in alcohol and many other organic compounds. The commercial material contains well over 98 per cent caproic acid by weight.

New esters, anhydrides, salts, ketones, amides and other derivatives useful to industry can be prepared from caproic acid. Its esters are important in the manufacture of flavors, perfumes, and essential oils. The ethyl, amyl, and allyl esters of caproic acid, in particular, are used as synthetic flavors. Caproic acid also

offers possibilities for the production of cellulose esters which have greater solubility in organic solvents than those of lower-boiling acids.

Other derivatives of caproic acid, such as the anhydride, salts, or amides, have higher boiling points, greater oil solubility, and lower water solubility than those obtained from acetic, propionic or butyric acids. Furthermore, the normal hexyl group can be introduced into certain pharmaceuticals, resins, rubber chemicals, and related products by means of caproic acid. For example, it condenses with phenols to form capropyl derivatives which on reduction yield hexylphenols.

## Speedy Hand Labeling

A device for simplifying and speeding up the process of labeling by hand has been added to the line of



Hand Labeling Device

the New Jersey Machine Corp. It is designed for plants with a production capacity too low to make the installation of a mechanical labeler practical and economical.

The "E-Z" labeling device, it is stated, uses pre-gummed labels. When operating this device, the package or bottle is picked up with the right hand and first pressed against a moisturing pad. With the bottle still in the right hand, it is placed in the device proper which is equipped with two sets of gauges, one to locate the bottle, the other to hold the stack of labels. The moistened surface of the bottle coming in contact with the gummed label, causes the pick-up. With the left hand, the labeled bottle is removed from the device and pressed against a cloth or piece of felt while the right hand

takes care of the next unlabeled bottle. As far as possible the parts have been made of light weight non-corrosive materials. The device weighs 7 lbs.

## Methyl, Novoviol Alpha Gamma

An addition to its line of methyl ionones, of special interest to soap manufacturers because of its economy and usefulness in their perfume formulas, is announced by Fritzsche Brothers, Inc., 76 Ninth Ave., New York, N. Y. The new product Methyl, Novoviol Alpha Gamma, according to the maker's description, possesses for blending purposes the most valuable and characteristic tone of any of the isomer-ionone blends. Hence it is the most widely used of all the methyl ionones. As it is also the one type farthest removed from the ordinary ionone, it is practically a complete perfume in itself. It is said to blend smoothly with such opposing odor types as violet, rose, jasmin and lily without obtruding its own fragrance. It is recommended for perfumes and soaps where freshness, volatility and delicacy of odor are desired at a moderate cost.

## Balsa Wood

Balsa wood, a very light and resilient wood which is claimed to be applicable to the protective packaging of cosmetics, beverages and other products sold in glass or porcelain or other fragile containers is offered by the International Balsa Corp. which has been recently organized. Kilns and mills of the company are in Ecuador.

## Cylinder Handling Truck

A new truck for handling heavy cylinders of anhydrous ammonia, chlorine, etc. with ease and dispatch is offered by the Lewis-Shepard Sales Corp. By means of a special frame and clamp device, it is pointed out, the operator may select a tank from the storage line without disturbing other tanks. Then, it is added, with a simple push of a lever the tank is safely clamped to the truck frame. As the tank is in balance the makers

# Here's Your BIG MOMENT!

LET'S TAKE A LOOK at this lady, Mr. Brand-Seller. She's trying out your product for the first time—and if she doesn't like it she won't buy it again. What's more, she'll tell her friends your product is no good—and that's bad for your sales! So—this is the *big moment* for you and your product!

You've done a lot of thinking and planning. You've invested time and money on formulae, package designs, production, selling and advertising. You have done all these things just to get this consumer—and thousands of others like her—to give your product a trial.

But you don't make your profits on one-time sales. It's the *second* sale—the repeat business—that brings your real profits. And so you must change these women into steady, repeat users of your brand.



## Turn 'Try-ers' into REPEAT BUYERS



LIPSTICKS APLI      ROUGE SUPREME  
FACE POWDER APLI  
MASCARA APLI      EYE SHADOW APLI

WOMEN judge your rouge, lipstick and other items by the results they get from their first trial purchase.

The sure way to satisfy "try-ers," and make them steady customers, is to give them superior quality... *APLI quality!* APLI-made rouge and lipsticks are ultra-smart in shades. They are easier to apply, do not change color, and have lasting indelibility.

For more than sixteen years most of America's leading cosmetic houses have had their products made by APLI. They have found this arrangement to be a sound form of "sales insurance." They have found that APLI quality helps them turn "try-ers" into *repeat buyers*.

All of our clients report sales increases for 1938 well in advance of the industry as a whole. To find out how we can help *your* sales, write Mr. A. E. Mullen. No obligation.

## AMERICAN PERFUMERS' LABORATORIES, INC.

MAKERS OF THE WORLD'S FINEST COSMETICS • PRIVATE BRANDS EXCLUSIVELY

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emphasize, little effort is necessary to support it when being transported.

#### Fiber Glass for Filtering

Fiber glass made by the Owens-Corning Fiberglass Corp., Toledo, Ohio, was shown at a reception in the Waldorf-Astoria, New York, November 2, when the new company, organized by the Owens-Illinois Glass Co., and the Corning Glass Works, was announced. The production of fiber glass, according to a statement issued, marks the culmination of development work by the two companies costing \$5,000,000. The products and processes are protected by basic patents.

Fiber glass is a new type of glass drawn into fibers one five-thousandth of an inch thick and may be drawn finer than the finest spider web. It is drawn and spun into silk-like threads for insulation and glass fabrics such as insulating tapes and chemical filter cloths. Air filters may also be made with it. The industry is a new one and the possibilities of fiber glass for filtering and many other uses are at the threshold of their development.

#### Finger Tooth Brush in Vials

Finger-Dent, a new latex finger tooth brush and gum massager is packed in a handy Kimble slip cap vial so as to display the brush and to protect it from contamination. The brush and the vial may be sterilized in alcohol or boiling water without injury. The brushes are



Glass Containers for Finger-Dent

made by Finger-Dent, Inc., Montgomery, Pa.

#### "Mascu-Line" Bottles

The "Mascu-Line" bottles, originally created by the Hazel-Atlas Glass Co., Wheeling, W. Va., for men, have been winning equal favor among woman, the company reports. Packers find that the low gravity center

and straight sides of the bottles prevent upsets on the production line, it is stated; and the adequate label space and shape of the containers



Lanchère cologne in new bottle.

provide for flexibility in the size and shape of the label and permit use of any automatic label machinery.

Lanchère, Inc., Chicago, is one of the companies which has recently adopted this new bottle in re-packaging its cologne.

## NEW CATALOGS

**Another of a Series of Merck Service Bulletins**, this one dealing with Riboflavin Merck, has just been mailed to proprietary and pharmaceutical manufacturers by Merck & Co., Inc., Rahway, N. J. This bulletin describes the physical characteristics of the product, its structural formula, melting point, stability, solubility, etc. Its dosage and present status in human nutrition are discussed, and recent experimental investigations, including observations on the manifestations of Riboflavin deficiency in experimental animals, are summarized.

**Progress Made in the Plastic Industry** is reported in detail in the Third Annual Handbook Catalog and Directory of *Modern Plastics*, published by the Breskin & Charlton Publishing Co. This year, authorities from other lands contribute reports of progress made in their countries. The 304-page book is divided into six sections, each separately indexed, to facilitate reference to ma-

terials, equipment and sources of supply. The *Plastics Properties Chart* has been revised and approved by engineers and chemists of nearly 50 plastic manufacturers. The *Directory of Trade Names* has also been revised. The *Buyers' Directory* lists manufacturers of materials, supplies, equipment testing laboratories, and industrial designers as well. This is the October issue of the magazine and costs \$2.00.

**Interesting Scenes** of the interior and exterior of the modern Méro & Boyveau establishment in Grasse, France, are included in its 1938 20-page catalog. Essential oils, concretes, absolutes, fixodors, extraflors, odorols, and surfleurs are among the products now offered by this 108-year old firm for which the Dodge & Olcott Co., New York, N. Y., is American agent.

**An Informative article on "Winter Troubles with Essential Oils and How to Avoid Them"** is included in the October issue of *The Givaudanian*. The series of articles on "Muguet and Lilac Perfumes and their Chemistry" and "Perfume Ingredients That Give Trouble in Soap" are continued in this issue.

**The Revised "Guide for Retail Advertising and Selling"** is now being distributed by the National Better Business Bureau, Inc., Chrysler Building, New York, N. Y. This new, completely revised edition contains more than 60,000 words and includes definitions of hundreds of terms commonly used in advertising, digests of Federal Trade Commission decisions, trade practice rules, digests of National Bureau of Standards' findings, and of other important government agencies, laws and legal decisions affecting advertising.

**List O'Trades and How to Reach 'Em** is a booklet of 112 pages published by W. S. Ponton, Inc., New York, N. Y. It contains an alphabetical list of the principal trades and professions in the United States compiled from Dun & Bradstreet's Mercantile Agency Reference Book. It includes postal information. National mailing lists which are compiled to order are given. An approximate number of names are given for each list with its price. W. S. Ponton, Inc., specializes in compiling mailing lists to order.



## THIS NAIL POLISH BOX

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6331 Hollywood Blvd. Phone: HOLLYWOOD 0111

Boston Office: H. P. TUCKER, 52 Chauncey Street  
Phone: HANCOCK 0398

St. Louis Office: THE DICK DUNN CO., Merchandise Mart Bldg.  
12th Blvd. & Spruce St. Phone: CENTRAL 3544

Detroit Office: H. E. BROWN, 2842 W. Grand Blvd.  
319 Curtis Bldg., Phone: TRINITY 2-0191

# NEWS AND EVENTS

## F. & D. A. Finds Testing of Cosmetic Dyes Difficult

Officials of the Food and Drug Administration report that although work on the certification of coal-tar colors used in cosmetics has begun, the task is so difficult that many of the dyes used may not be certified by the time the new Food, Drug and Cosmetic Act takes effect in June. As yet no dyes have been certified for cosmetics.

Since many dye manufacturers have no method of identifying their dyes either in pure form or mixed with other materials, the administration chemists must develop methods of analysis before such dyes can be certified for use. In other words, once the law is in effect, the administration must be in a position to determine whether a given sample of cosmetic was made with a dye on the certified list. In addition to being analyzed, a dye must be tested for its effect on the skin.

## Urge State Cosmetic Laws to Conform With the Federal Act

James F. Hoge of Rogers, Ramsay & Hoge and counsel for the Proprietary Association in his address on "Uniform Food, Drug and Cosmetic Legislation" at the fall meeting of the Drug, Chemical and Allied Trades Section of the New York Board of Trade, held at Skytop Club, Skytop, Pa., exhorted drug and chemical manufacturers to use every effort to have state laws regulating intrastate commerce of foods, drugs and cosmetics in conformity with the new federal statute controlling intrastate commerce.

## Complaints Registered by F.T.C. in September

The Federal Trade Commission, during September, registered complaints against the following companies for alleged misrepresentation of results to be obtained by use of their products: Koskott Co., New York, N. Y., hair tonic; Kolynos Co., New Haven, Conn., tooth paste; Dearborn Supply Co., Chicago, Ill., toilet preparations; R. L. Watkins Co., New York, N. Y., Dr. Lyons Tooth Powder; Valligny Products Co., New York, N. Y., Shampoo-Kolor (hair coloring).

Complaint has also been registered

against the Nu-Deal Premium Co., New York, N. Y., for alleged use of lottery methods in sale of toilet preparations.

The Pro-Ker Labs., Inc., New York, N. Y., has been directed to discontinue misrepresenting the efficacy of Pro-Ker and Charles Nessler's Pro-Ker Hair Milk, alleged treatments for any type of hair trouble.

Stipulations to cease and desist from false and misleading advertising were entered into with Parfums Imports, New York, N. Y.; Procter & Gamble Co., Cincinnati, O.; Curox Labs., Inc., Longview, Tex.; and Gaby, Inc., Philadelphia, Pa.

The Fioret Sales Co., Inc., New York, N. Y., sought reversal of the Commission's order directing the company, in connection with the sale of perfumes, to cease and desist representations to the effect that perfumes manufactured or compounded in the United States are made or compounded in France or other foreign countries.

## Dr. Albert Verley Visiting in U. S. with David A. Bennett

Dr. Albert Verley, head of Etablissements Albert Verley, Ile St. Denis, France, accompanied by



Dr. Albert Verley      David A. Bennett

his son, Yves, and Pierre Pourchan, one of his chemists, arrived on the *Champlain* October 18. The party was greeted on its arrival by David A. Bennett, president of Albert Verley, Inc., Chicago, Ill., who made his first trip to New York in over a year especially for the purpose. After the visitors were received at the New York office of Albert Verley, Inc., the party left on the *Century* for Chicago where the main office of the company is located. Dr. Verley expects to spend about a month in the United States calling on friends in the middle west and on the Pacific coast.

in company with Mr. Bennett, after which he will return to New York.

Albert Verley, Inc. and Dr. Verley will soon make announcements of new products and specialties of interest to the American trade.

## National Drug Trade Conference on November 15

The annual National Drug Trade Conference will be held in Washington on November 15. The new Food, Drug and Cosmetic Act and the need for revision of state drug laws will be the major topics of discussion, particularly in view of the fact that hearings on the regulations of the Food, Drug and Cosmetic Act will begin two days after this meeting.

## D.C.A.T. Inter-Industry Committee to Broaden Public Relations

At the third annual Fall Meeting of the Drug, Chemical and Allied Trades Section of the N. Y. Board of Trade, Inc. held at Skytop, Pa. on October 22, it was decided that the Public Relations Committee be broadened and "an Inter-Industry Committee be formed consisting of representatives of various organizations serving specialized branches of the drug industry such as cosmetics, wholesale druggists, chemical manufacturers and other allied interests."

This committee will serve as a central clearing house for statistics and general information about the industry and will coordinate and expedite the work of keeping the public posted on the industry's accomplishments and operations. The section will continue its research work and the development of basic facts about the industry such as were presented in its first report recently released which revealed that some 1,500 manufacturers in drug, chemical, cosmetic, proprietary industries expect to spend \$24,943,500 for research and scientific development of new products during the coming year and to give employment to 19,236 men and women. Research and improvements on existing drug and cosmetic products will cost \$8,196,500 and require 5,384 additional employees.

Those who won prizes at the golf match were:

Bruce Puffer, Philip M. Dinkins,

*The American Perfumer*

# Individuality Preferred



**I**N THE PAST, one cologne has been so like another that a difference could be detected only by an expert.

But today the trend is toward individuality—achieved through the use of subtle floral top notes.

Givaudan has developed a variety of these top notes, any one of which you can use with ease and economy to give your cologne an interesting new distinction.

They are low in cost, lasting in odor and have proved their popularity over hundreds of counters. In quality and customer appeal they are typical of the many sales making odors and aromatics that Givaudan is constantly making available to the cosmetic manufacturer. Whatever your line, you will find Givaudan developments that will help you improve its quality or the efficiency and economy with which it can be produced.

# Givaudan

**DELAWANNA, INC.**

80 FIFTH AVENUE, NEW YORK, N. Y.

# CHOLESTEROL Now Available



from **GIVAUDAN-DELAWANNA, INC.**

● Users of that highly important cosmetic ingredient, Cholesterol, are now assured of an exceptionally high quality product — backed by Givaudan's experience and technical service.

It is available in two grades:

**CHOLESTEROL C.P. and CHOLESTEROL 95%.** Creams made with Cholesterol are free from the objectionable odor associated with the use of certain other raw materials; are more neutral, stable and emollient. It gives them greater ease of application, a smoother feel—and leaves a thin film of remarkably protective action.

It is slightly soluble in ethyl and isopropyl alcohols. More soluble in stearic acid, cocoa butter, beeswax, ceresin, spermaceti. Soluble in fatty oils, mineral oils and petrolatums.

You can use Cholesterol advantageously in any type of cosmetics where it is dissolved in the oil phase. As it favors water-in-oil emulsions it is excellent in lubricating and tissue creams in proportions of 1 or 2%. In hair lotions it can be used in proportions of .2 to .5%.

Your request for further information will receive our prompt attention.

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# COLLAPSIBLE TUBES



WILL your products visit every nook and cranny of the world? Will they be favorites with those who always spend weekends out of town? If tube-packed (in the right kind of tubes, our quality and workmanship insures that) they will go everywhere—for travel-minded people prefer the protection and convenience of tube containers. Ask us to send convincing samples.

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Joseph A. Huisking, Maurice Noble, W. W. Bower, J. P. Remensnyder, R. W. Bjork, W. J. Weed, L. T. Sheffield, R. E. Dorland, A. Burt Sauvageot, H. B. Sliger, Carroll Dunham Smith.

Women who won golf prizes were: Mrs. Fred Neuberg and Mrs. Paul Miller.

#### Sherwood Petroleum Co. in New Englewood Home

Sherwood Petroleum Co., refiners of American mineral and technical white mineral oils, U. S. P. and technical petrolatums, are occupying new quarters since November 1st, at Englewood, N. J.

Additional space has also been provided for the subsidiaries of Sherwood Petroleum Co., namely, Sherwood Petroleum Co., Inc., (La.) Sherwood Refining Co., Standard Aromatics, Inc., and Lacquers, Inc.

For the past twenty years, the offices of this company have been located in the Bush Terminal, Brooklyn, N. Y.

#### Hair and Beauty Fair Held in London

In spite of the feeling of tension which had prevailed in London, the Hair and Beauty Fair held recently at Olympia, London, Eng. attracted numerous visitors who were able to gain an excellent idea of the developments which have taken place in hair-dressing and the cosmetic art since the last fair in 1936. The exhibitors in-

cluded a number of firms whose names are well-known in America. Coty, on a stand of dignified design, showed numerous Christmas coffrets and examples of the two new presentations adopted for Coty bouquets and Coty floral perfumes. Morny showed a new and appealing presentation for Morny perfumes, and also baby powder and baby cream bearing the same delightful design as does Morny baby soap. Molyneux showed their famous perfumes, but no new creations. Weil and Pinaud, however, each had new perfumes to intrigue the fancy of those with long purses. The new Weil perfume, "Noir," is a rich bouquet with a tuberose basis. Pinaud's new creation is a floral bouquet, "Prelude." Pinaud also showed "Set-up," and "612," tear-proof mascara.

Soapless shampoos were well to the fore. On the stand of Hedley Thomas, J. Bari-Wooles gave demonstrations of *Drene*. The Chesebrough Mfg. Co., on their yellow and green stand, showed *Vaseline* soapless shampoo as well as *Vaseline* hair tonic. The County Perfumery Co. featured *Brylfoam*. Gambles showed the new soapless shampoos of *Stablond*. The West Electric Hair Curler Co. showed a new soapless shampoo powder containing a special ingredient for giving gloss to the hair.

Hair dyes were strongly to the fore. The shampoo-dye has reached Great Britain and on the Oloxo stall, Miss Winifred Lewis gave demonstrations of *Loxol*. In addition to well known products, a number of new hair dyes were displayed, among them *Chameleon* by

Servanti, *Melereon* by Osborne, Garrett, and one by Dyesha, Ltd.

Manicure products were also well represented, the most interesting innovation being "undercoating" for protecting the nails. Among the well-known manicure houses represented were: Hand and Nail Culture Institute, Peggy Sage, and Cutex.

Two new foundations created great interest. These were Max Factor's Pancake Make-up, a hard block used in conjunction with a damp sponge, and Leichner's new liquid cream foundation.

#### Injunction and Damages Against Albert Albek, Inc.

In the California Superior Court at Los Angeles, Judge Goodwin J. Knight has enjoined Albert Albek, Albert Albek, Inc., and other defendants from dealing in the line of products of Felton Chemical Co., Inc., Brooklyn, N. Y., for a period of approximately two years.

The Felton Chemical Co., Inc., filed two suits against Albert Albek, Albert Albek, Inc., and others, alleging that they were unlawfully withholding property and business records of the Felton Chemical Co. and had violated and unlawfully breached the contract theretofore existing between Felton Chemical Co. and Albert Albek, under which the latter had acted as agent.

The court adjudged that Albert Albek, Albert Albek, Inc., and the other defendants were unlawfully holding



A few prominent exhibitors at the Hair and Beauty Fair, London. In circle are Miss Jane Carr and the Exhibition Beauty Queen.

# FOAMONE

THE PERFECT  
"BUBBLE BATH" BASE

Foaming bath preparations are not a temporary fad, but have become a definite Toilet necessity. There are hundreds of chemicals producing a fairly satisfactory "Bubble Bath". Experimentation extending over eighteen months have proven that a really perfect Bubble Bath can be made only with

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CANADA: 119 ADELAIDE STREET, W. TORONTO

property and records of Felton Chemical Co., and ordered their return. The court then issued the injunction prohibiting all defendants from soliciting, selling to, or in any other manner dealing with the specified customers of Felton Chemical Co., Inc., in California, in the line of products theretofore sold by Albert Albek and Albert Albek, Inc., for the Felton Chemical Co., as agent. The court, in addition thereto, assessed damages and costs against the defendants in the amount of approximately \$8,600.

The court also issued a permanent injunction against all of the defendants from using, or divulging, any knowledge or information gained by virtue of the confidential relationship which had theretofore existed; also from imitating the literature, advertising, or packaging of Felton Chemical Co., Inc., or from representing in the trade, the existence of any business relationship between the parties. It is reported that no appeal will be taken from any part of the court's decision.

#### Employees Honor White Metal Executives on 25th Anniversary

On the occasion of the 25th anniversary of the White Metal Manufacturing Co., the office and factory employees arranged surprise celebrations to their employers, Col. Stanley M. Rumbough, president, and Hubert Richter, secretary and treasurer, at the factory premises in Hoboken, N. J., on November 1st.

The office staff gathered at the con-



Anniversary plaques and floral piece.

ference room and received the celebrants with great applause and flowers.

Eugene S. Lucas, on behalf of the staff, presented to them a silver plaque with an appropriate inscription pledg-



Cocktail fashions and Lenthéric perfume displayed at Abraham & Straus.

ing loyalty and cooperation for the further success of the company. In his speech, he stressed the fact that the firm's prosperity was due to the liberal, broadminded policy of the management to customers and employees alike.

Mr. Rumbough replied with deep emotion, that he and his associate always considered their employees as friends and collaborators without whom the company's success would not have been possible. Mr. Richter also spoke feelingly about the close ties among some of the old and loyal employees.

Later in the day, the factory also celebrated, assembling the various departments in the company's dining room.

Miss Clara Schwarz, one of the foreladies, also presented a silver plaque, with a few appropriate words, and an elaborate floral tribute in the shape of a horseshoe. Mr. Rumbough and Mr. Richter spoke again, expressing their thanks for the loyal demonstration and good-will.

The plaque on the right in the illustration reads: "We, employees of the undersigned department of the White Manufacturing Company desire to express to our employers, Mr. Stanley M. Rumbough and Mr. Hubert Richter, our heartfelt congratulations at the occasion of their silver jubilee and to wish them continued success and prosperity for years to come—Factory General and Machine Shop, Smelting Room, Rolling Mill and Punch Pressing, Tube Pressing and Cap Pressing, Tube Turning and Cork Setting, Painting and Printing, Packing and Shipping, Spout Pressing and Trimming." The plaque on the left reads: "The office staff pauses at the completion of 25 years of successful existence of the White Metal Manufacturing Company with a feeling of work well done. Our heartfelt good wishes and congratulations go to our employers Mr. Stanley M. Rumbough and Mr. Hubert Richter at this memorable occasion. We now pledge anew our loyalty to them and will endeavor to strengthen the existing ties of earnest co-operation and mutual good will for the further success and prosperity of this company."

The White Metal Manufacturing Co. was established in 1913 in Hoboken, New Jersey, and has been engaged in the manufacture of collapsible tubes and household metal can spouts ever since. It numbers among its customers many of the foremost manufacturers in the country.

#### Lenthéric Stages Fashion Show

Contingent upon the premise that correct perfume is as integral a part of grooming as correct clothing, Townley has designed a collection of clothes for southern resorts which have as their inspiration the well-known Lenthéric perfumes. The clothes and perfumes were presented at the Lenthéric salon, New York, N. Y., on October 17th in a preview to the press. The new monastic silhouette with wide belt predominated.

A tie-up with cocktail clothes, cocktail hour and the appropriate "A Bien-tôt," the company's newest perfume, was displayed recently in the window of Abraham & Straus, Brooklyn, N. Y. The four colors of the perfume package were represented in formal gowns and accessories were displayed on huge replicas of the perfume box.

The new Bermuda Terrace of the St. George Hotel introduced a new cocktail called "A Bien-tôt"; and ladies who tried it were invited to visit Abraham & Straus for a perfume analysis.

#### Robert Desmond 27th Member of Lueders 25 Year Club

An interesting ceremony was held in the offices of George Lueders & Co., New York, N. Y., October 19 when Robert Emmett Desmond, manager of the Pacific coast branch, was inducted into the Twenty-Five Year Club, becoming the twenty-seventh member of this honor organization.

Desmond was presented with the company's service pin and with a handsome wrist watch bearing the inscription "In appreciation of twenty-five years' service well done." A beautiful traveling bag was likewise presented to Mr. Des-



## So, You're interested in Hair Preparations!

**WELL—here is THE Gum  
for finger wave set**

**GUM No. 17**

3/4 oz. per gallon of water produces clear, stringy finger wave lotion.

### price per lb.

1 lb.	\$1.00	50 lbs.	\$ .80
5 lbs.	.95	100 lbs.	.70
10 lbs.	.90	200 lbs.	.65
25 lbs.	.85	FOB, New York City	

This is the waveset that you have been trying to make. We supply also—proper preservative, perfuming materials and fast colors. Full instructions on all orders. Sample on request.

**And here are other items—some hard to get—that you need**

Chemicals for Permanent Wave lotions—including—fast to ammonia colors, milky wave oil, adipic acid—sodium sulphite, etc.

Liquid Soaps—Cocoanut or Olive or mixed bases, any concentration—drums or less

Shampoo Soaps (hard) Cocoanut and Olive or mixtures

Fatty Acids—Cocoanut, Lauric, Myristic, etc.

Sulfonated Castor and Olive Oils 50% and 75%

Vegetable and Mineral Oils

Hair Rinse Colors

Miscellaneous: Sodium Alginate, Cetyl Alcohol, Calcium Citrate, Green Soap (and Tincture) USP, Cholesterine, Citric and Tartaric Acids, Gums, Henna, Walnut Hulls, Sage, Chamomile, Sulphur, Keratin, Resorcinol Monoacetate, 20 Volume Hydrogen Peroxide.

**Have you a copy of our Price List, enumerating about 350 items with quotations from 1 oz. up? If not, your copy awaits your request. We have everything you need in Cosmetic Chemicals.**

## R. F. REVSON CO.

Cable Address—Coschems, N. Y.

91 - 7th Avenue

New York City

## VELIZAR BAGAROFF • OTTO of ROSE

Velizar Bagaroff Otto of Rose is again available in all markets under his own label.

This quality product is especially worthy of your consideration.

Sole Agents for the United States: W. J. BUSH & CO., Inc., New York

Sole Agents for Canada: W. J. BUSH & CO. (Canada) Ltd., Montreal, Canada

## OIL LAVENDER ALTITUDE

It costs more than inferior oils; —it's real Lavender.

Selected from the finest producing regions, representing the highest standard in quality, odor, uniformity.

"The Oldest Essence Distillers"

## W. J. BUSH & CO.

INCORPORATED

NEW YORK, N. Y.

L O N D O N • M I T C H A M • M E S S I N A • G R A S S E

mond from the Twenty-Five Year Club.

Edward V. Killeen, president of the company, in making the presentation, called attention to the fact that his acquaintance with Mr. Desmond antedated his twenty-five years with the company by some ten or twelve years. In the early part of the present century, Mr. Desmond was secretary and general manager of the Sanitol Chemical Laboratories of St. Louis, manufacturers of tooth powder and paste, and toilet articles. This concern was on the high road at the time to being one of the largest of its kind in the country but owing to financial difficulties, it fell by the wayside a few years later. Mr. Killeen mentioned his first meeting with Mr. Desmond in St. Louis, when he sold to the Sanitol company one case, sixty pounds, Oil of Peppermint, an account which, in a very few years, developed into six figures. Throughout all this long period, Mr. Killeen had come to look upon Mr. Desmond as one of his staunch and loyal friends and Mr. Killeen stated that the management of the San Francisco branch, under Mr. Desmond, reflected credit on the company and on Mr. Desmond himself. The affair was a very happy one and after the ceremonies were concluded, Mr. Desmond was entertained at lunch.

#### **Cuban Regulations Require Trade-mark Registry on Label**

According to new regulations effective December 1, products sold in Cuba must indicate on the labels that their trade-marks are registered there in accordance with Article 95 of the Cuban Industrial Property Law of 1936.

#### **Miles Laboratories, Inc. in New All Glass Factory**

An interesting study in glass is the new factory and office building of the Miles Laboratories, Inc., Elkhart, Ind. The new building features structural glass in the form of glass blocks. It is three stories high

with 250,000 sq. ft. of floor space and has a continuous wall of glass block around the four sides. Such block assists in temperature control in this air-conditioned structure. The laboratory, completely fitted with glass containers and glass equipment, is flooded with diffused daylight through the translucent but not transparent walls of the Insulux glass block which is supplied by Owens-Illinois Glass Co.

#### **Memorial Services Held for Thomas M. Sayman**

Tribute was paid to Thomas M. Sayman, founder and late president of T. M. Sayman Products Co., manufacturers of soaps and various remedies, St. Louis, Mo., who died over a year ago, by the unveiling of a memorial bronze plaque at the Sayman Bldg. on his 85th birthday anniversary September 24. Members of his family, friends, co-workers and employees attended the services. Dr. J. S. Brewer, vice president of the company, presided and made the dedication while the plaque was unveiled by Mrs. Sayman.

Few personalities have led a life more interesting or more colorful than Dr. Sayman. He started on his own at the age of nine when he ran away from home to join a circus. He rose from the ranks by his own efforts, initiating a relatively unimportant enterprise which he developed into a business valued in the millions. He made his first soap in his kitchen at home and sold it on street corners in Carthage, Mo. Later he sold from hired hacks on which he employed negro entertainers in medicine man style. Outgrowing this, he built his own concert wagon which was drawn by a span of horses. Soon after, in 1894, he established himself in St. Louis where he operated his famous Roundtop medicine shows. The business, later incorporated, grew so rapidly that in 1912, he built the large Sayman Building. He continued as a business leader until his death at almost 84 years of age.

Dr. Sayman was widely known for his humanitarian and philanthropic ef-

forts as well as his business acumen. Among his better known contributions to the community welfare was his presentation to the State of Missouri of



Memorial plaque of Dr. Sayman

Roaring River Park. He customarily gave away a great number of tickets to cultural, musical and annual events. Frequently he took care of needy individuals personally rather than leave it to someone else. In whatever was new, Dr. Sayman was always one of the first customers, giving help and encouragement to those who staked their fortunes in the undertaking.

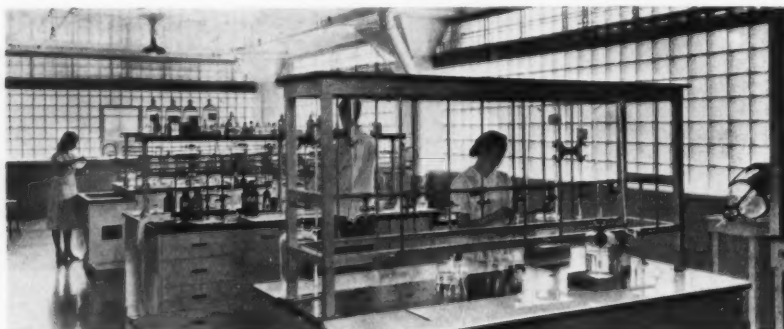
A wreath from the employees of his company was placed on Dr. Sayman's grave by Dr. Brewer at the conclusion of the service.

#### **F. Millot Appoints DeBoer & Livingston, Inc.**

DeBoer & Livingston, Inc., 10 East 39 St., New York, N. Y., have been appointed United States representatives for F. Millot perfumes. F. Millot is one of the oldest and one of the better houses of Paris, France, producing a number of popular odors. One of them, Crepe de Chine, is an outstanding success.

#### **Magnus to Exhibit Old Dispensatories**

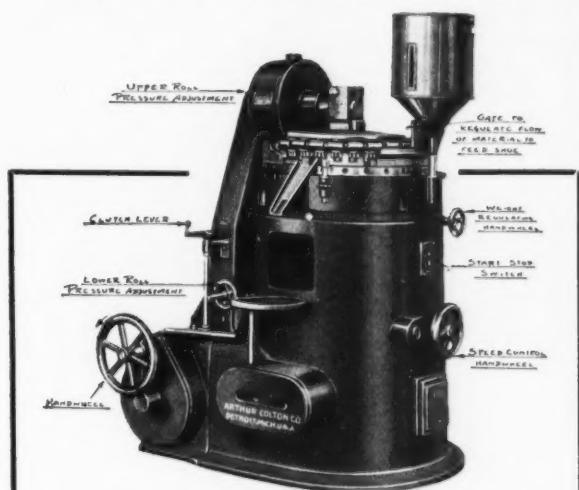
From J. B. Magnus, vice-president of Magnus, Mabey & Reynard, Inc., New York essential oil firm, comes the announcement that an exhibit of old dispensatories from the library of the company is to be opened shortly in the main lobby of the new building at 16 Desbrosses Street, New York, N. Y. These volumes include the James Thatcher, American New Dispensatory of 1810, the American Dispensatories of 1814, 1818, 1827 and 1831 by Dr. John Redman Coxe, the New Dispensatory



Miles All Glass Laboratory in Elkhart, Ind.

# GET FULL DETAILS AT ONCE ON THE NEW **No. 7 Motor Driven ROTARY TABLET MACHINE**

*single punch, 700 tablets per minute*



*triple punch, 2100 tablets per minute*

The Rotary Table carries a set of 25 Punches and Dies. Operating at maximum speed with single punches, you can produce 700 tablets per minute. When arranged for triple punches and dies and operating at maximum speed, you can produce 2100 tablets per minute. All triple punches and dies are in straight line following each other, insuring uniform feed in all die openings. 7/16" is maximum diameter recommended for triple operation.

## **These construction features:**

- (1) New design shoe gives diagonal crisscross feed as well as straight line—insures full dies, prevents granulation from separating.
- (2) Special feed arrangement draws material into dies—all dies over-filled excess being pushed out before compression, important in compressing many materials.
- (3) Rotary Table rests on ball thrust bearings (constantly bathed in oil).
- (4) Motor Drive with Reeves Variable Speed Pulleys—built into base of machine, housed away from all dust.
- (5) Pressure adjustment on upper punches permits location of several positions in compression in upper part of dies—prevents excessive capping—dies may be reversed, increases their life.
- (6) Power Drive-Combination Worm and Gear.
- (7) Hopper arranged with gate to regulate flow to feed shoe for different size tablets and different materials.

Get full details at once—write today!

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Headquarters for a complete line of Pharmaceutical Machinery. We solicit your inquiries

November, 1938



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Essential Oils  
Aromatic Chemicals  
Natural Flower Oils  
Synthetic Flower Oils  
Modern and Distinctive  
Perfume Basics  
Distinctive and Characteristic  
Flavor Oils  
Perfumers' Tinctures  
Fixatives (for Perfumers)  
Resinoids  
Terpeneless and  
Extra Concentrated Essential Oils  
Floral Waters                      Oleo Resins  
Fruit Esters                      Balsams and Gums  
Beautiful COLORS of proven merit

**Y**ou owe it to yourself to investigate our complete line. We also have the facilities to render you an unusual service, whether it be a problem in fixation, an outstanding odeur, a delectable flavor or a sparkling color. Duval leaves nothing to chance. A Duval label is your guarantee of a dependable product. You will find that it will pay you to buy products bearing our quality mark. Write us for samples—Compare them point-for-point, price against price.

STuyvesant 9-2261-2

# COMPAGNIE DUVAL

121-123 East 24th St., New York





of the United States of America of 1836 by Wood & Bache, and the English Dispensatory of 1722 by Dr. John Quincy.

### Model State Bill to Conform with Federal Drug Act Planned

Since all states are likely to change or amend their food, drug, and cosmetic laws, the Drug Trade Conference proposes to draft a model state food, drug, and cosmetic bill at its meeting on November 15. The plan has been endorsed by Walter G. Campbell, chief of the Food and Drug Administration.

Once a model has been drafted, it is planned to bring it before the 44 state legislatures scheduled to meet early next year. It is felt that the states may move slowly, however, since provisions of the federal law do not go into effect until June, 1939. Moreover, some state officials wish to see how the act operates before changing state laws.

### W. H. Corliss Retires from Dodge & Olcott After 47 Years

W. H. Corliss in charge of the Dodge & Olcott Company's Boston branch has retired of his own free will and with the best of wishes of all his co-workers and the regret of the company. Mr. Corliss started his career in the Boston branch of the Dodge & Olcott Co. in 1891 in the capacity of just a "boy." Four years later the New York headquarters assigned him to the position of salesman to cover New York and Connecticut; but in 1899 the company returned him to Boston again, this time in charge of the branch in that city. He has decided that he has worked his allotted number of years and wishes to be free to go where and when he pleases. Mr. and Mrs. Corliss left November 4 for Yuma, Arizona, where they will live with their son a doctor in that city.

Frank J. McCarthy, assistant for many years, has been appointed manager of the Boston branch.

### Who Pays the Tax—Roger & Gallet or Its Subsidiary?

The Concentrate Manufacturing Corp., New York, N. Y., subsidiary of Parfumerie Roger & Gallet, Paris, has filed suit for refund of taxes on cosmetics collected under Section 603 of the Revenue Act. Although the company sells to Roger & Gallet, New York, N. Y., the two corporations are separate and distinct, it is maintained. The business between the two corporations are not conducted as arm's length transactions, it is admitted, but sales are at a price at least equal to fair market value of the goods without the added value in goodwill attributed to the Roger & Gallet trade-mark.

Only the taxes paid for October 1937 amounting to \$2,952 are involved in the suit; but since the corporation paid federal cosmetic taxes from the date the law went into effect, the total amount may run over \$100,000.

### Noted Beauty Editor Flies to Hollywood to Broadcast

The cheery voice of Miss Winifred Mulcahey, beauty editor of Fawcett Women's Groups was heard



Miss Winifred Mulcahey Broadcasting

over a nation-wide hook-up, October 11 and 14 when she appeared as guest speaker with Jimmy Fiddler on the Procter & Gamble *Drene* radio program. Miss Mulcahey made the trip to Hollywood by airplane on the invitation of Procter & Gamble.

### Books on Drug & Cosmetic and Wheeler Lea Acts by Dunn Ready

An advance publication announcement on the companion books by Charles Wesley Dunn on the "Federal Food, Drug and Cosmetic Act" and the Wheeler-Lea Act" indicates that delivery of both may be expected shortly. The former contains 1,000 pages and sells for \$6. The latter contains 500 pages and sells for \$4. A special combined price for the two is \$8.

### H. E. B. Products, Inc. Organized to Develop Sun Tan Preparations

H. E. B. Products Inc., Glen Rock, N. J. has been organized to make and distribute a sun tan preparation in oil and cream form as well as a cream especially intended for use in winter to prevent chapping, etc. while skiing or engaging in other out-of-doors winter activities. Mrs. H. E. Boyce, who created the line, is in Miami, Fla. and will supervise distribution in the south during the winter.

### Schimmel & Co. Appoints Additional Representatives

Schimmel & Co., Inc., New York City, is increasing its outlets throughout the country. Additional representatives have recently been appointed in Cleveland, Cincinnati, and New Orleans to handle the Schimmel perfume compounds, flavors, essential oils, and aromatics. The new representatives are: K. H. Driggs, 15201 Elderwood Ave., East Cleveland; W. J. R. Alexander, 111 East Fourth St., Cincinnati; and Industrial Chemical & Processing Co., 3901 South Carrollton Ave., New Orleans. They will supplement the branches already established in Chicago, Los Angeles, and Toronto. This expansion, necessitated through increased demand for its aromatics, will result in greater convenience to Schimmel customers.

### ABOUT PEOPLE

► Eugene S. Lucas of the White Metal Manufacturing Co., Hoboken, N. J., and Mrs. Lucas announce the marriage of their daughter, Helen Elizabeth, to John Duncan Campbell on October 15. The ceremony took place at the home of the parents in Brooklyn, N. Y. after which Mr. and Mrs. Campbell sailed for Havana on their honeymoon. Mrs. Campbell is a graduate of Adelphi College. Mr. Campbell studied abroad for his profession of commercial artist.

► Eugene Coleman, Jr. reports that he recently sold his organization known as Juliette Marglen Products, Inc. exclusive distributors and promoters of Juliette Marglen Nail-o-Wax. He will announce his new association some time after January 1.

► Dr. G. Haskell, the well known British chemist, author of several books on industrial chemistry, perfumery and cosmetics has changed his address to 52 Culverden Rd., London S. W. 12, Eng.

► Charles Romer, formerly head of the Romer Drug Co. has organized Wilco Laboratories at 18 E. 18th St., New York, N. Y.

► Mayor Luis de Hoyos of Monticello, N. Y., general manager of Synfleui Scientific Laboratories has returned from a business trip to Porto Rico. The trip afforded him a splendid opportunity to study the political and economic situation of the dependency; and on his return his views were quoted in the newspapers.

► Louis Candee, chairman of the Drug, Cosmetic and Chemical Credit Men's Association, is to be guest of honor at a testimonial dinner December 14 at the Hotel Duane, sponsored by the association.

► Georges Acuna sailed on the *Luirigua* for San Jose, Costa Rica, November 5. He expects to remain there



# Your own brand of cosmetics . . .

must bring you a satisfactory profit—but above all must possess merit and distinction.

Our own formulas are the result of thirty years of experience—but we can develop your formulas if you so prefer.

You can buy our products in packages completely finished for resale, or packaged but not labeled, or in bulk if you want to do your own packaging.

Check in the appended list the items you wish to stock, or send for one of our confidential price lists. This carries no obligation to purchase.



*We list only the fast selling items. If what you need is not listed, let us know and we will advise you promptly regarding it!*

## CREAMS

Acne  
All Purpose  
Bleach  
Cleansing  
Cocoa Butter  
Cold  
Foundation  
Lemon  
Tissue  
Beauty Mask  
Clay Pack  
Deodorant

## SUNDRIES

Rouge Compact  
Lip Sticks

## Sundries (Cont'd)

Cream Rouge  
Eye Shadow  
Dusting Powder

## Liquids (Cont'd)

After Shave  
Lotion  
Deodorant

## LIQUIDS

Perfumes  
Toilet Water  
Shampoo  
Hair Tonic  
Lotions  
Skin Tonics  
Astringent  
Brilliantine  
Powder Base  
Muscle Oil

## FACE POWDER

More than 70 shades of the highest grade in Light, Med. and Heavy weight carried in stock. The quality of our Face Powder has a world wide reputation.

*The* **Klinker**  
MFG. CO.

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We all have our preference when it comes to the Thanksgiving turkey. However, CREAMS are judged differently. There are no favorite parts. Your CREAMS must remain uniformly appealing—in texture, stability, results—until the last usable portion.

For uniform appeal and satisfaction, use

**TEGIN**, the emulsifier for modern greaseless creams, lotions, ointments.

**PROTEGIN**, the modern lanolin absorption base, which has all the advantages (with none of the objectionable features) of lanolin.

Use these quality emulsifiers to modernize your CREAMS.

*Th.* **GOLDSCHMIDT Corp.**

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## REPRESENTATIVES IN:

ATLANTA.....223 SPRING STREET, S. W.  
BOSTON.....80 BOYLSTON STREET  
CHICAGO.....325 WEST HURON STREET  
LOS ANGELES.....2260 EAST 15th STREET  
ST. LOUIS.....245 UNION BOULEVARD  
TORONTO.....372 BAY STREET

for six or eight months making an intensive study of the toilet preparations and its allied industries in Costa Rica.

#### TRADE JOTTINGS

In view of the pronounced importance of costume colors this season, LaCross offers nail polish in 17 shades. All 17 are illustrated in their new nail polish palette. In addition, the palette contains a convenient reference chart giving the approximate similar shades carried by LaCross, Revlon, Cutex and Peggy Sage, and a price list of the LaCross items.

Two new moisture-proof face powders in the reasonable price brackets, which have been put through the same special processes used in the manufacture of Town and Country powder to make them non-absorbant, are now offered by Helena Rubinstein. The two powders, Flower Petal and Water Lily, can each be obtained in six shades.

Dorothy Gray has adopted a new formula for cream rouge which is said to have four distinct advantages over their old type, namely, smoother texture, less affected by heat, clearer and truer colors, and no starch content. In addition to the regular colors, the new cream rouge will be available in the new Plum shade to harmonize with the firm's new Plum lipstick.

Prince Matchabelli now offers a perfume in the same husky scent characteristic of their popular Abano Bath Oil. The new Abano perfume comes in the traditional crown bottle. Another new offering from this house is Black Cherry lipstick, a new shade to be worn with the harvest colors.

Edyth Thornton McLeod, promotion specialist of New York City, recently returned home after conducting a series of fashion shows in Milwaukee, Wisc. Miss McLeod writes, directs and participates in these shows herself, and in them she stresses the importance of complete harmony in dress from top to toe. The shows were very well received in Milwaukee with over 1500 women in attendance at every session.

Perfect hand lotion and Perfect hand cream are offered by Daggett & Ramsdell for protecting hands on frosty days.

#### COMING MEETINGS

Dec. 1—American Glycerine Producers Asso., New York, N. Y.

Dec. 5-6—National Asso. of Insecticides & Disinfectant Manufacturers, Hotel Biltmore, New York, N. Y.

#### OBITUARIES

##### Jerry McQuade

Francis P. McQuade, better known by his trade-marked name "Jerry McQuade," editor and one of the founders



Jerry McQuade

of *Drug Trade News* and editor of *Drug Topics*, died at the age of 63 years, in the Overlook Hospital, Summit, N. J., November 2. For years he was associated with the old New York *Herald*. He then joined McKesson & Robbins, Inc., and from them purchased in 1918 the house organ "Drug Topics" of which he had been editor. Infusing new vitality into the publication, he brought about immediate success. Then in 1921, he was joined by Aglar Cook. The publication became an outstanding success under the guidance of the two. *Drug Trade News* was launched primarily as a promotion organ. It soon found a place for itself and, like its parent, became powerful and profitable. Later another publication in the food field was launched.

Jerry McQuade was one of the most colorful men in the drug industry with a personal following and power seldom equalled in the business paper field. He liked people, everybody; and, as one of his associates put it, he woke up one morning to find that everybody liked him. One reason for his innumerable friendships was the fact that he never violated a confidence. Another was his robust honesty, his frankness and his sincere desire to help others. Like a thoroughbred he edited his papers from the field. In fact at one time, he had no desk at the office. As a writer he had a fresh, fluent, chatty style enriched by wide reading. One of his articles "An Error that Took 37 Men, 3 Women, 2 Boys and 5 Horses to Correct" reprinted in booklet form reached a circulation of over 9 million. With his death business journalism loses a master. A wife, son and two grandchildren survive him.

##### Francois Lageat

M. Francois Lageat, director of Etablissements Antoine Churis and president of Pilar Freres, Grasse, France, died at his home in Cannes, October 12 at the age of 69 years following a brief illness. He was a Knight of the Legion of Honor, Officer of the British Empire and Counsellor of French Foreign Commerce. He is survived by his widow, a daughter-in-law and his son, Jean.

#### Organic Solvents for Special Soaps

[Continued from page 37]

most solvent soaps is to know how to tone down or mask the characteristic smell of the solvent which, if it is one of the petroleum distillates, will have a clinging and objectionable odor. Triethanolamine oleate has proved to be one of the most useful emulsifiers for these special soaps and by efficient dispersal of the solvent tends to reduce its odoriferous properties.

##### MONO-ALKYL ETHERS OF GLYCOLS

Mono-alkyl ethers of the glycols are used in several soap compounds and patents have been taken out to protect their application in this field. English Patent 327,393 covers the use of unesterified mono-alkyl ethers of the glycols or the polyglycols. These compounds are incorporated with the soaps during the crutching operation and then hydrocarbons or chlorinated hydrocarbons are added as desired. It is claimed that the solid or semi-solid soaps are devoid of odor and quite free from all deleterious action on the skin. They may, it is claimed, be employed for toilet purposes. The use of unesterified mono-alkyl ethers of the glycols or polyglycols should prove useful for masking the odor of solvent additives.

##### Ylang Ylang— Qualities and Constants

[Continued from page 45]

steam distillation. Specific gravity and refractive index are slightly lower than in Nossi-Bé or the Comoro Islands but the odor is extremely fine.

Studying the constants of these samples, it becomes quite evident that specific gravity and saponification value are highest in the first fractions and lowest in the last fractions. Both constants decrease gradually as distillation is prolonged. The reverse is true of the optical rotation and of the refractive index, the latter, however, with less regularity.

Thus, there exists a certain interrelation between the specific gravity, saponification value, optical rotation and refractive index of the various fractions. As to odor and perfume value, the first fractions are the most fragrant, powerful and characteristic ones, while the last fractions are rather flat, often accompanied by a "burnt" and a cananga by-note. Solubility is better in the lower fractions and decreases in the higher fractions.

*The American Perfumer*

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AND  
PLYMOUTH ORGANIC LABORATORIES · INC ·

TELEPHONE BECKMAN 3-3156-3162  
CABLE ADDRESS PARSONOILS, NEW YORK

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## PLYMOUTH CRYSTAL "E" WHITE OIL

This oil is specially refined for the cosmetic industry. It is absolutely water-white, odorless and tasteless, free of fluorescence and is of U. S. P. Acid Test. It is as pure as a Mineral Oil can be made. It has been the standard of some of the oldest cream manufacturers in this country since they started business. It is a very light oil and will produce the soft, light, fluffy creams so much in demand today.

We also offer other mineral oils of heavier body if desired.

## PLYMOUTH PETROLATUMS U.S.P.

All our Petrolatums are refined from Pennsylvania Crude and are straight filtered Petrolatums not acid treated. They are long fiber and all are U. S. P. grades. We have both soft low melting point consistencies and pharmaceutical grades and also the regular grades for the drug and cosmetic industry. All grades are offered from Snow White to Amber.

## A complete line of Cosmetic Raw Materials

### ..... there is **NO** **SUBSTITUTE** for *Italian* **TALC**

THE recognized standard of quality in the cosmetic industry is, and always has been, ITALIAN TALC.

Users of talc throughout the world know that the natural rockstone found in Italy produces a superfine product. Besides having an unusual silky texture, it has all the features that are most desired.

There is *no* substitute for ITALIAN TALC.

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Exclusive representatives of the Italian Producers  
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FASTER PRODUCTION—NO INSTALLATION  
OR MAINTENANCE COST—YET YOU PAY  
ONLY \$9.75 FOR THIS AMAZINGLY EFFICIENT

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HAND  
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CAPPER

- Each stroke of the arm caps a bottle!
- No wrist motion, no operator fatigue!
- Fast and positive!
- Screws each cap securely—yet cap is easily removable by consumer!

You can use this Bottle Capper with any screw cap up to 43 m/m. Various size chucks are interchangeable. Send sample caps with order or write at once for complete details.



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## HERE AND THERE

► Everett W. King, for the last 15 years director in charge of design and sales outside of Rochester for the Lorscheider Schang Co., has resigned



Everett W. King

to open a package creating agency on what he believes is a new plan. Temporarily he is operating from the New York office of the Lorscheider Schang Co. while concluding unfinished business there. Later he plans to open a display room and studio in New York and also a branch studio in Westchester county to serve Westchester and Connecticut clients.

Mr. King has been identified with a number of outstanding successes in the creation of packages for leading concerns in the toilet preparations and allied fields; and in his new organization, he plans to devote his creative ability and his organization of artists to a wider field of packaging including glass, plastics, tin and cartons. His long experience in this field, coupled with his practical knowledge of packaging, bespeaks for him success in his new undertaking.

► Col. Stanley M. Rumbough, president of the White Metal Mfg. Co., Hoboken, N. J., sailed for Europe November 5 to join Mrs. Rumbough and their daughter in Geneva, Switzerland. They expect to return before Christmas.

► Dr. Henri Barbier, senior research chemist for L. Givaudan et Cie, S.A., Vernier-Geneva, Switzerland, arrived here on the *S.S. Champlain*, October 20, for a brief visit during which time he consulted with Dr. Eric C. Kunz and other officials of Givaudan-Delawanna, Inc., New York, N. Y.

► A. E. Mullen, general manager of American Perfumers' Laboratories Inc., New York, N. Y., has been touring the Pacific Coast in the interests of his company. The trip included a visit to the places of interest in Hollywood.

► Emile Schlienger, head of the house of Bertrand Freres, Grasse, France, sailed on the *Conte di Savoia* November 12 after spending two months in the United States on his annual visit to the American company, Bertrand Freres, Inc. In company with Frederick C. Theile, president of P. R. Dreyer, Inc., New York, American representatives, Mr. Schlienger called on the trade in the principal cities.

► Gert Keller of Schimmel & Co., New York, N. Y., and Mrs. Keller sailed on the *Hansa* October 26 for a stay of several months in Germany. While in Miltitz Mr. Keller will confer with officials of the parent company.

► Mrs. Eugenia Bagaroff, active head and proprietress of the firm of Bagaroff Freres, Sofia, Bulgaria, distillers of otto



Mrs. E. Bagaroff

of rose since 1891, sailed on the *Europa*, November 5, after spending about a month in the United States calling on the trade in the metropolitan territory.

Bagaroff Freres operates distilleries in Sopote, Mihiltzi, and Karlovski Bani; and the firm does a world-wide business. In addition to directing the affairs of Bagaroff Freres, Mrs. Bagaroff also owns and directs a wine and a peppermint business.

Owing to short crops of roses for the past four years and the necessity of paying higher prices to farmers, Mrs. Bagaroff reported that higher prices for otto of rose seem inevitable. Farmers have turned their attention largely to growing peppermint and cotton with the result that crops are less than usual. While the past winter was mild, the cold spell in April damaged the rose plants to some extent.

► Ernst Weill, president of the Parfa Co., Zurich, Switzerland, is spending several weeks in the United States. The Parfa Co. manufactures and distributes toilet preparations on the continent where it enjoys large sales.

► Andre Firmenich, partner and sales director of Firmenich & Co., Geneva, Switzerland, arrived on his annual visit



Andre Firmenich at his desk

to the United States October 18. Shortly after his arrival, he left on a business trip of several weeks in company with Rupert Watson, vice-president and general manager of the American company, to the middle west where they called on the trade. Mr. Firmenich brought with him a number of new creations including Jasmenthia, a synthetic jasmin and Tuberophore, a synthetic tuberose. Business in the last year was satisfactory, Mr. Firmenich reports, and the outlook is promising for steady progress.

► Jesse F. Bromund, president of the E. A. Bromund Co., was married to Miss Lee Rogers, October 15. After the ceremony the couple departed for Hollywood and the Pacific Coast on their honeymoon.

► Dr. Joseph Armand Foisey, consulting chemist and bacteriologist, has joined Roberts Laboratories, Inc., 29



Dr. J. A. Foisey

East 19th St., New York, N. Y., as vice president in charge of the technical division.

Dr. Foisey was educated in Canada and abroad and holds the degrees of A.B., M. D. and B. Sc. He received a decoration at the Sorbonne University for his work on practical dermatology in the application of drugs and chemicals on the skin, electrophysics and medico therapeutics. His work on dermatology at the Institute Pasteur in 1917 and his work on ophthalmology at the Laboratoires de Doyen in 1919 also brought him distinction. He is a member of the International Medical Society, l'Academie de Medecin de Lille, and other medical and chemical associations.

From 1932 to 1936 he was chemist in charge of production for Reese Laboratories, specializing in ointments. Prior to that, he was associated with the Oil Products Corp., Robin & Co., the Federal Drug Co., and Merck & Co.

► Frederick J. Lueders, vice president of George Lueders & Co., New York, N. Y., and Mrs. Lueders will return from a honeymoon cruise to South America on the *Uruguay* November 29. The couple was married at the home of Mr. Lueder's sister in Summit, N. J. October 12. The bride was Miss Agnes Fashionbauer of St. Paul, Minn. Mr. Lueders is the son of the late George Lueders and is well-known throughout the toilet preparations, flavor and soap industries. He has also gained an enviable reputation on the golf links.



amyl butyrate  
ethyl butyrate  
butyric acid

amyl valerate  
ethyl valerate  
iso-valeric acid



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especially desirable both as to odor and taste

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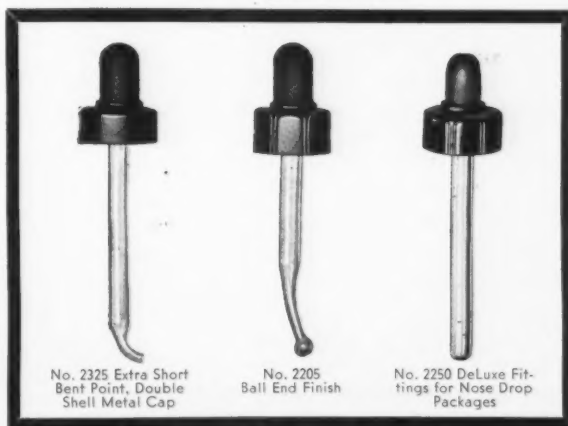
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reasonable prices.

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No. 2250 DeLuxe Fit-  
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## GLASS PRODUCTS CO.

GLASSWARE

VINELAND • NEW JERSEY



**T**HE action of the aromatic chemical and essential oil markets was decidedly more encouraging over the past month. While a few articles continued to weaken, the market as a whole presented a better tone with some of the floral oils, vanilla beans and specialties showing a complete reversal in trend for the first time in a long while.

Little or no speculative activity appeared, but buying on the part of manufacturing consumers was more active. While the upturn was largely seasonal, nevertheless, outside influences are developing which may possibly result in a sustained movement over the coming quarter.

Most encouraging was the reported percentage of increase of those who are gainfully employed, and the persistent reports from the automotive industry of plans for a further expansion in production. Utilities have also indicated a willingness to go ahead—all of which should result in an increased consumer demand for finished articles which contain chemicals or essential oils.

Those in charge of purchasing are still reluctant to place long term contracts. Some trade factors regard the hand-to-mouth policy as a favorable factor, however, since it keeps stocks in the hands of consumers at a low level and leaves the market in a better position to go forward along with general business. The various oils and chemicals will quickly reflect any further upturn in the sale of finished products, it is pointed out.

The past month brought about a broader buying movement in essential oils. Soap manufacturers, pharmaceutical houses, toilet goods manufacturers, confectioners, perfumers and the food trade were all calling for merchandise.

#### **Floral Oils**

Geranium supplied the outstanding feature in the floral oil group. Consumers, learning of firmer cables

from the source, displayed a keener desire to lay in a supply of this oil for fear that local dealers would advance spot prices. Quotations on lavender were steady. Revisions downward have apparently been checked. Vetiver remained soft, but this was partly offset by a slightly better demand for rosemary.

#### **Anise and Cassia Firm**

The hostilities in South China resulted in a decidedly firmer tone in anise and cassia. There was a complete absence of offerings from the source and with Japan having taken control of Canton through which these articles move, the outlook with regard to replacements and future costs is regarded as highly uncertain. Cassia seemed stronger than anise. If offerings are not resumed within a reasonable length of time, it is likely that the latter oil will go considerably higher since consumption usually increases during the winter months.

#### **Camphor Oils Vary**

Brown camphor oils were in slightly better demand. Light camphor oil was unchanged in price but sassafrassy was sharply higher because of difficulty in getting shipments from Japan where the article is being held as a substitute for certain products.

#### **Orange Oil Low**

Many articles in the domestic oil group deserve close watching. Record low prices continue on orange. Since the heavy consuming season has passed, it is not likely that any immediate upturn in this oil will be seen. Peppermint, on the other hand, is holding very steady despite the absence of any real buying support. This is attributed to official estimates of the 1938 crop which indicate a reduction of about 15 to 17 percent from last year.

The situation in wormseed favored consumers though the ultimate posi-

tion of the new crop is still to be developed. Distillation is not yet complete.

Small stocks and infrequent offerings from abroad served to keep the spot market for thyme oil in a firm position. Citronella oil displayed an irregular tone, but day-to-day price movements were confined within a narrow range. More inquiry appeared for eucalyptus toward the close of last month, and the competitive position might quickly be corrected should the demand improve.

#### **Aromatic Chemicals Stocks High**

Stocks of aromatic chemicals are more than ample to take care of consumers requirements. The recent reversal in the alcohol market was regarded as highly interesting; and since some basic essential oils which go into the manufacture of chemicals are strengthening, trade factors may not be far wrong in their belief that a turn in the market is not far distant.

#### **Large Sale of Glycerin**

One of the largest transactions in glycerin in some time came to light as the month closed with the sale of nearly 750,000 pounds of crude for the account of a refining consumer. The price paid was a half a cent below the previous quotation in effect. This development was immediately followed by a sharp break in refined prices.

#### **Vanilla Beans Prices Up**

Quotations on vanilla beans are well above those in force a month ago. Based on reports from France further price advances would not be at all surprising. The situation is entirely out of the hands of local importers.

Stocks of good quality beans are scarce and importers are having to pay much higher prices for replacements.

## Cosmetic Regulations Pending

(Continued from page 34) the backbone of testimonial advertising. Many people, no doubt, sufficiently satisfied merely to see their names in print would gladly give permission. While the ruling under Section 201n should help clear the atmosphere of a good deal of unfair advertising, it is nevertheless a bit breath-taking for it is an all embracing provision which confers arbitrary dictatorial powers on an administrative agency. While we believe that the members of the Food and Drug Administration will not go to extremes in the exercise of such authority, it is impossible to tell what succeeding administrations may do.

### ACCURACY OF ADDRESS AND MANUFACTURE

Although this subject has been discussed before in these pages, a number of requests have come in for further enlightenment. So let's take an example: Mary Jones stirs up cosmetics in an old ramshackle barn out in the country. She rents a five-dollar-a-month Fifth Avenue address to use on her letterhead and labels. According to the regulations, her label must bear the address of actual manufacture. In Mary's case that means the barn and not the dressy Fifth Avenue number. So she decides, as business has been growing, to have a private label house manufacture for her but she will still use the barn to transact her business. That means the barn is her business address but her labels must also say "made for Mary Jones" or "distributed by Mary Jones." And she can't honor the barn by calling it her "laboratories" unless she is manufacturing in it and no where else and unless it is equipped as a genuine laboratory. (In cases of large companies with several manufacturing plants the head or central plant will be sufficient for the address.) This will eliminate, we are glad to say, the "fly by night" preparations on the market which always kept their real names and addresses a deep dark secret from the public. Consumers certainly need this protection.

### PRESS RELEASES—BEAUTY COLUMNS

Will beauty editors' columns turn out to be a break in the fence of regulations or will these writers censor press releases before they publish them? Advertisements are the responsibility of the advertiser but there is no way of censoring editorial cosmetic writing without encroaching upon our precious freedom of the press. It will have to be up to the beauty editors to limit their enthusiasm for products to facts if they want to cooperate with the general trend of law enforcement. It is easy to imagine some manufacturers trying to get away with claims and statements in their press releases which they wouldn't think of putting in advertising. We wonder if there will be a concerted effort on the part of publications to censor these news releases. A few publications have for some time used laboratories, dermatologists, etc., to check manufacturers' claims while others depend upon their own judgment and the press release. A good many beauty editors will have to know a lot more about cosmetics than they do at present to be in a position to evaluate claims wisely in order to hold the confidence of their public. It is going to be interesting to see how this angle works out, but we hope the beauty editors will co-operate. It will be nothing new for a few of them and several others have already signified their willing interest.

November, 1938

# HYDROCOL

This product is one of the most satisfactory emulsifiers on the market.

It is extremely simple to handle and will give a cream with a pH number below 7.

If this product is of any interest to you we will be glad to submit an adequate sample and formula for its use.



## ARTHUR A. STILWELL & Co., Inc.

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601 W. 26th St.,  
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NEW YORK  
CHICAGO

"An Unimpaired Record Since 1878"

# PRICES in the NEW YORK MARKET

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)

## ESSENTIAL OILS

Almond Bit., per lb.	\$2.00@	\$2.35
S. P. A.	2.10@	2.45
Sweet Tree	.65@	.80
Apricot Kernel	.30@	.35
Amber rectified	.48@	.55
Amyris balsamifera	3.00@	3.25
Angelica root	52.00@	75.00
Anise, U. S. P.	.85@	1.00
Aspic (spike) Span.	1.35@	
French	1.55@	
Bay	1.25@	1.40
Bergamot	3.80@	4.00
Birch, sweet	1.65@	3.25
Birchtar, crude	.18@	.22
Birchtar, rectified	.70@	.85
Bois de Rose	1.55@	2.50
Cade, U. S. P.	.41@	.45
Cajeput	.44@	.55
Calamus	4.20@	4.75
Camphor "white"	.19@	.23
Cananga, Java native	1.30@	1.50
rectified	1.65@	2.00
Caraway	1.80@	1.95
Cardamon, Ceylon	15.00@	27.00
Cassia rectified, U. S. P.	.95@	1.10
Cedar leaf	.60@	.85
Cedar wood	.22@	.26
Celery	9.00@	12.00
Chamomile (oz.)	5.50@	8.00
Cinnamon	8.00@	25.00
Citronella, Ceylon	.37@	.43
Java	.40@	.45
Cloves Zanzibar	1.00@	1.07
Copaiba	.58@	.62
Coriander	15.00@	20.00
Croton	1.35@	1.45
Cubebis	2.60@	2.90
Cumin	6.75@	8.50
Dillseed	2.75@	3.75
Erigeron	2.40@	3.00
Eucalyptus	.33@	.36
Fennel, Sweet	1.15@	1.25
Geranium, Rose, Algerian	3.35@	3.75
Bourbon	2.75@	3.50
Turkish	2.05@	2.60
Ginger	5.50@	6.00
Guaiac (Wood)	2.70@	3.15
Hemlock	.95@	1.10
Juniper Berries	1.10@	1.35
Juniper Wood	.50@	.60
Laurel	6.50@	8.00
Lavender, French	2.40@	4.75
Lemon, Italian	3.15@	3.75
Calif.	2.50@	
Lemongrass	.40@	.90
Limos, distilled	4.10@	4.75
expressed	7.25@	8.50
Linaloe	1.20@	1.30
Lovage	60.00@	70.00
Marjoram	5.25@	8.00
Neroli, Bigarde, P.	115.00@	130.00
Petale, extra	140.00@	155.00
Olibanum	5.00@	5.25
Opopanax	10.00@	12.00
Orange, bitter	2.10@	2.50
sweet, W. Indian	2.00@	2.35
Italian	2.40@	3.25
Spanish	2.60@	3.10
Calif. exp.	.68@	.70
Orris root, con. (oz.)	5.00@	5.50
Orris root, abs. (oz.)	35.00@	50.00
Orris Liquid	18.00@	25.00
Patchouli	3.75@	6.75
Pennyroyal Amer.	1.65@	1.85
French	1.40@	1.65
Peppermint, natural	2.25@	2.35
redistilled	2.45@	2.65

Petitgrain	1.10@	1.35
French	2.35@	2.50
Pimento	2.35@	5.50
Pinus Sylvestris	1.95@	2.20
Pumillonis	1.85@	2.05
Rose, Bulgaria (oz.)	5.50@	13.00
Rosemary, French	.58@	.70
Spanish	.55@	.70
Sage	1.50@	1.65
Sage, Clary	25.00@	30.00
Sandalwood, East India	5.00@	6.00
Australia	5.25@	6.00
Sassafras, natural	1.00@	1.35
artificial	.35@	.39
Spearmint	1.75@	2.00
Snake root	9.50@	11.00
Thyme, red	.90@	1.35
White	.95@	1.40
Valerian	8.00@	10.00
Vetivert, Bourbon	4.75@	7.00
Java	5.00@	12.50
Wintergreen	3.35@	8.00
Wormseed	2.65@	3.25
Ylang Ylang, Manila	18.00@	24.00
Bourbon	3.65@	7.00

## TERPENELESS OILS

Bay	3.10@	4.00
Bergamot	9.00@	14.00
Clove	3.25@	5.00
Coriander	40.00@	
Geranium	8.00@	12.50
Grapefruit	50.00@	64.00
Sesquiterpeneless	85.00@	
Lavender	7.50@	11.50
Lemon	14.50@	21.00
Lime, ex.	50.00@	72.00
Orange, sweet	98.00@	110.00
bitter	90.00@	115.00
Petitgrain	2.50@	3.50
Rosemary	2.50@	4.00
Sage, Clary	90.00@	
Vetivert, Java	35.00@	
Ylang Ylang	28.00@	35.00

## DERIVATIVES AND CHEMICALS

Acetaldehyde 50%	2.00@	
Acetophenone	1.35@	2.00
Alcohol C 8	16.00@	20.00
C 9	25.00@	40.00
C 10	20.00@	28.00
C 11	17.50@	22.00
C 12	10.00@	20.00
Aldehyde C 8	25.00@	30.00
C 9	40.00@	65.00
C 10	38.00@	55.00
C 11	27.00@	40.00
C 12	24.00@	32.00
C 14 (so-called)	13.00@	
C 16 (so-called)	13.00@	
Amyl Acetate	.75@	1.00
Amyl Butyrate	1.05@	1.25
Amyl Cinnamate	4.50@	5.80
Amyl Cinnamate Aldehyde	2.00@	3.50
Amyl Formate	1.60@	1.90
Amyl Phenyl Acetate	3.00@	5.55
Amyl Salicate	.55@	.75
Amyl Valerate	2.00@	2.40
Anethol	1.10@	1.45
Anisic Aldehyde	3.10@	3.50
Benzophenone	.90@	1.50
Benzyl Acetate	.50@	1.05
Benzyl Alcohol	.70@	1.00
Benzyl Benzoate	.97@	1.80
Benzyl Butyrate	4.00@	6.00
Benzyl Cinnamate	4.75@	7.00
Benzyl Formate	3.50@	3.60
Benzyl Iso-eugenol	11.00@	13.00

Benzylidenacetone	2.00@	3.50
Borneol	1.75@	2.00
Bornyl Acetate	1.25@	4.50
Bromstyrol	3.75@	4.25
Butyl Acetate	.60@	
Butyl Propionate	2.00@	
Butyraldehyde	12.00@	
Cinnamic Acid	3.75@	4.50
Cinnamic Alcohol	3.05@	3.75
Cinnamic Aldehyde	.85@	1.25
Cinnamyl Acetate	7.50@	11.00
Cinnamyl Butyrate	12.00@	14.00
Cinnamyl Formate	13.00@	
Citral C. P.	1.75@	2.80
Citronellal	.85@	1.65
Citronellol	1.60@	2.10
Citronellyl Acetate	3.50@	5.00
Coumarin	2.75@	3.00
Cuminic Aldehyde	27.00@	48.00
Diethylphthalate	.26@	.35
Dimethyl Anthranilate	5.75@	8.00
Ethyl Acetate	.30@	.50
Ethyl Anthranilate	5.75@	7.50
Ethyl Benzoate	1.20@	1.75
Ethyl Butyrate	1.00@	1.25
Ethyl Cinnamate	3.25@	3.80
Ethyl Formate	1.00@	1.25
Ethyl Propionate	1.20@	2.35
Ethyl Salicylate	1.15@	2.50
Ethyl Vanillin	6.85@	10.00
Eucalyptol	.57@	.65
Eugenol	1.75@	2.25
Geraniol, dom.	1.15@	2.85
Geranyl Acetate	1.70@	3.00
Geranyl Butyrate	6.00@	8.00
Geranyl Formate	3.50@	6.00
Heliotropin, dom.	2.00@	2.80
foreign	2.35@	2.50
Hydratopic Aldehyde	25.00@	27.50
Hydroxycitronellal	2.00@	6.50
Indol, C. P. (oz.)	1.90@	4.25
Iso-borneol	2.30@	
Iso-butyl Acetate	2.00@	2.65
Iso-butyl Benzoate	2.75@	3.25
Iso-butyl Salicylate	2.75@	5.50
Iso-eugenol	3.25@	3.60
Iso-safrol	2.00@	
Linalool	2.35@	4.75
Linalyl Acetate 90%	2.25@	3.50
Linalyl Anthranilate	15.00@	
Linalyl Benzoate	10.50@	
Linalyl Formate	9.00@	12.00
Menthol, Japan	3.15@	3.30
Synthetic	2.25@	3.00
Methyl Acetophenone	1.31@	2.00
Methyl Anthranilate	2.25@	2.75
Methyl Benzoate	.75@	1.75
Methyl Cinnamate	2.75@	3.25
Methyl Eugenol	3.50@	6.75
Methyl Heptenone	2.50@	4.50
Methyl Heptine Carbonate	25.00@	28.00
Methyl Iso-eugenol	6.25@	11.50
Methyl Octine Carbonate	26.00@	32.00
Methyl Paracresol	3.00@	5.25
Methyl Phenylacetate	2.10@	2.75
Methyl Salicylate	.35@	.40
Musk Ambrette	3.25@	3.65
Ketone	3.40@	3.80
Xylene	1.00@	1.25
Nerolin (ethyl ester)	1.55@	1.80
Nonyl Acetate	46.00@	48.00
Octyl Acetate	35.00@	40.00
Paracresol Acetate	3.60@	5.25
Paracresol Methyl Ether	2.50@	3.50
Paracresol Phenyl-Acetate	7.50@	12.00
Phenylacetaldehyde 50%	2.25@	4.75
100%	5.00@	8.50

[Continued on page 78]



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TO GET HIGHEST QUALITY  
OIL OF BERGAMOT**

Simply ask to see the original package. The Law requires that all Bergamot production in Italy be deposited in its warehouse . . . and the coppers and cases clearly marked for easy identification. This is for your protection and is your guarantee of the real product—a product that has been untampered with.

*We export through old established firms. We also have our own commercial office which ships Oil of Bergamot, in any quantity, to purchasers throughout the world. Your inquiries Invited.*

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SEZIONE BERGAMOTTO  
REGGIO CALABRIA, ITALY**

**BERGAMOT OIL**

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CONSORTIUM PACKAGES

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HAND PRESSED LEMON ITALIAN	GEDARLEAF AMERICAN
HAND PRESSED ORANGE ITALIAN	WORMWOOD AMERICAN
HAND PRESSED MANDARIN ITALIAN	ORANGE CALIFORNIA
NEROLI PETALE ITALIAN	TANSY AMERICAN
SWEET ALMOND ITALIAN	PEPPERMINT REDISTILLED

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ESSENTIAL OILS CO.**

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Italy.*

Made from the world's finest  
crude beeswax.  
Chemically tested for quality and  
purity.  
Bleached by sun and air—nature's  
own method.

**BEEHIVE BRAND**  
*Beeswax*

And because of its superior quality  
you can use less and still get a  
finer finished product. Guaranteed  
pure...guaranteed always the same.

**Will & Baumer Candle Co., Inc.**  
Established 1855  
SYRACUSE, NEW YORK

Spermaceti	Ceresine	Yellow Beeswax
Composition Waxes	Red Oil	Hydriate
	Stearic Acid	

**ointment  
specialists**

We are specialists in the manufacture of ointments of every conceivable kind.

Our laboratory control system guarantees the *uniformity, accuracy, and efficiency* of all our products.

Dr. J. A. Foisy, our Supervising Chemist, internationally known for his various developments to the Medical Science, is in charge of the Technical Division—a leader in his profession, with his twenty-five years of experience in manufacturing and research.

All preparations are made strictly in accordance with U.S.P. and N.F. requirements. Call us to estimate on your PRIVATE FORMULAS and LARGE QUANTITIES.

**ROBERTS LABORATORIES, INC.**

29 EAST 19th STREET, NEW YORK, N. Y.

[Continued from page 76]

Phenylacetic Acid	2.00@	3.75
Phenylethyl Acetate	2.95@	5.60
Phenylethyl Alcohol	2.50@	3.35
Phenylethyl Anthranilate	16.00@	
Phenylethyl Butyrate	8.25@	12.00
Phenyl Formate	12.50@	18.00
Phenylethyl Propionate	7.00@	7.75
Phenyl Valerianate	16.00@	
Phenylpropyl Acet.	8.00@	11.00
Phenylpropyl Alcohol	4.50@	8.35
Phenylpropyl Aldehyde	6.75@	11.00
Rhodinol	7.00@	13.00
Safrol	.52@	.58
Santalyl Acetate	22.00@	22.50
Skatol C. P. (oz.)	5.25@	8.50
Styralyl Acetate	8.50@	13.00
Styralyl Alcohol	15.00@	20.00
Terpinyl Acetate	.80@	1.25
Terpineol, C. P.	.26@	.36
Thymene	.45@	
Thymol	1.45@	1.60
Vanillin (clove oil)	2.10@	2.20
(guaiacol)	2.00@	2.10
Pure, crystal	2.00@	2.10
Vetiveryl Acetate	30.00@	38.00
Violet Ketone Alpha	5.00@	10.00
Beta	5.50@	8.00
Methyl	5.25@	8.00
Yara Yara (methyl ester)	1.50@	1.75

#### BEANS

Tonka Beans, Surinam	1.15@	1.30
Angosture	2.40@	2.65
Vanilla Beans		
Mexican, whole	4.75@	5.00
Mexican, cut	4.00@	4.20
Bourbon, whole	4.25@	4.80
South American	3.95@	4.05

#### SUNDRIES AND DRUGS

Acetone	.04 1/4@	.06 1/4
Almond meal	.25@	.27
Ambergris, ounce	23.00@	30.00
Balsam, Copaiba	.25@	.28
Peru	.65@	.70

Tolu	.48@	.50
Beeswax, white	.38@	.41
yellow	.21 1/2@	.23
Bismuth sub-nitrate	1.33@	1.35
Borax, crystals, carlot, ton.	48.00@	58.00
Boric Acid, ton	125.00@	140.00
Calamine	.16@	.20
Calcium, phosphate	.08@	.08 3/4
Phosphate, tri-basic	.10@	.12
Camphor	.52 1/2@	.55
Castoreum	16.00@	20.00
Cetyl Alcohol	.75@	1.50
Pure	1.90@	2.15
Chalk, precip.	.03 1/2@	.06 1/2
Cherry laurel water, djn.	4.75@	5.25
Citric acid	.23@	.23 1/2
Civet, ounce	6.00@	6.85
Clay, Colloidal	.07@	.15
Cocoa butter lump	.15@	.25
Cyclohexanol (Hexalin)	.30@	
Fuller's Earth, ton	15.00@	33.00
Glycerin, C. P. drms.	.12 1/2@	.15 1/4
Gum Arabic white	.23@	.25
Amber	.10@	.11 1/2
Gum Benzoin, Siam	1.00@	1.25
Sumatra	.23@	.25
Gum galbanum	.90@	1.05
Gum myrrh	.45@	.50
Henna, powd.	.11@	.14
Kaolin	.03@	.05
Labdanum	3.25@	5.00
Lanolin, hydrous	.17@	.20
anhydrous	.20@	.24
Magnesium, Carbonate	.06 3/4@	.07 1/2
Stearate	.19@	.25
Musk, ounce	21.00@	28.00
Oilbanum, tears	.16@	.28
siftings	.07@	.09
Orange flower water, gal.	1.50@	
Orris root, powd.	.11@	.16
Paraffin	.03@	.04 3/4
Petrolatum, white	.06 1/4@	.08 1/2
Quince seed	.70@	.90
Rice starch	.08@	.09 1/2
Rose leaves, red	2.10@	2.25

Rose water, djn.	4.75@	5.00
Rosin, M. bbls.	6.55@	
Salicylic acid	.35@	.40
Saponin	1.70@	1.75
Soap, neutral white	.19@	.23
Sodium, Carb.		
58% light, 100 pounds	1.35@	2.35
Hydroxide, 76% solid, 100 pounds	2.60@	3.75
Silicate, 40°, drums, works, 100 pounds	.80@	1.20
Spermaceti	.22@	.25
Styrax	.48@	2.00
Tartaric acid	.27 3/4@	.28 1/4
Titanium oxide	.20@	.22
Tragacanth, No. 1	2.50@	3.00
Triethanolamine	.34 1/2@	.42
Violet flowers	1.05@	1.15
Zinc oxide, U. S. P. bbls.	.09 1/2@	.15
Peroxide	1.10@	1.75
Stearate	.21@	.28

#### OILS AND FATS

Tallow, N. Y. C. extra	.05 1/8@	
Grease white	.05 3/8@	.05 3/4
Lard	.08 1/4@	.09 3/4
Coconut Oil, tanks	.08 1/4@	
Corn Oil, distilled, bbls.	.09 3/8@	.09 7/8
Red Oil, distilled, tanks	.07 1/2@	Nominal
White, drums	.11 1/4@	Nominal
Stearic acid		
Triple pressed	.13 1/4@	.14 1/4
Saponified	.13 1/2@	.14 1/2
Castor No. 1, tanks	.09@	
Coconut, Manila Grade, tanks	.03 1/8@	
Corn, crude, Midwest mill, tanks	.06 3/8@	.06 7/8
Cotton, crude, Southeast, tanks	.06 3/8@	
Lard, common No. 1 bbls.	.08 3/4@	
Palm, Niger, casks	.03 1/2@	.03 3/8
Palm, kernel, bulk, ship.	.03 3/8@	Nominal
Peanut Refined, barrels	.10@	.10 1/4
Tallow, acidless, barrels	.08 1/2@	

## Hearing on Cosmetic Regulations

[Continued from page 36] -ing is in a foreign language, all words, statements, and other information required by or under the authority of the Act to appear on the label or labeling shall appear thereon in both the English language and the foreign language.

#### Section 603

(a) Except as provided by paragraphs (b) and (c) of this regulation, a shipment or other lot of a cosmetic which is, in accordance with the practice of the trade, to be processed, labeled, or repacked in substantial quantity at an establishment other than that where originally processed or packed, shall be exempt, during the time of introduction into and movement in interstate commerce and the time of holding in such establishment, from compliance with the labeling requirements of sections 601 (a) and 602 (b) of the Act if—

- (1) the person who introduced such shipment or lot into interstate commerce is the operator of the establishment where such cosmetic is to be processed, labeled, or repacked; or
- (2) in case such person is not such operator, such shipment or lot is delivered to such establishment under a written agreement, signed by and containing the post-office addresses of such person and such operator, and containing such specifications for the processing, labeling or repacking, as the case may be, of such cosmetics in such establishment as will insure, if such specifications are followed, that such cosmetic will not be adulterated or misbranded

within the meaning of the Act upon completion of such processing, labeling, or repacking. Such person and such operator shall each keep a copy of such agreement until all such shipment or lot has been removed from such establishment, and shall make such copies available for inspection at any reasonable hour to any officer or employee of the Department who requests them.

(b) An exemption of a shipment or other lot of a cosmetic under clause (1) of paragraph (a) of this regulation shall, at the beginning of the act of removing such shipment or lot, or any part thereof, from such establishment, become void ab initio if the cosmetic comprising such shipment, lot, or part is adulterated or misbranded within the meaning of the Act when so removed.

(c) An exemption of a shipment or other lot of a cosmetic under clause (2) of paragraph (a) of this regulation shall expire—

- (1) at the beginning of the act of removing such shipment or lot, or any part thereof, from such establishment if the cosmetic comprising such shipment, lot, or part is adulterated or misbranded within the meaning of the Act when so removed; or
- (2) upon refusal by the person who introduced such cosmetic into interstate commerce, or by the operator of the establishment where such cosmetic is to be processed, labeled, or repacked, to make available for inspection a copy of the agreement, as required by such clause.

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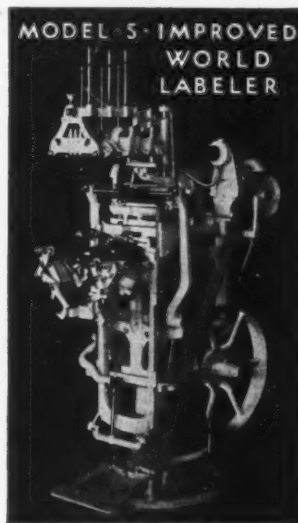
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CHEMIST OR COSMETICIAN—Importer wants to contact party employed in perfume, soap or cosmetic factory to test and study special types of perfume oils. Write Box 2309, The American Perfumer.

MANUFACTURER would like to hear from salesmen who are selling middle western cosmetic manufacturers and who are in a position to sell an old-established and well-known line of perfumery and cosmetic raw materials as a side line. State territory now being covered and lines being handled. Address Aromatics, Box 2311, The American Perfumer.

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- 2—200 gal. Glass Lined Jacketed Kettles; 2—250 gal. Agitated; 4—350 gal. jacketed.
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- 1—National MG Powder Filler and Weigher.
- 2—World Rotary Automatic Labelers.
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- 2—Karl Kiefer Visco Piston type Jar Fillers.
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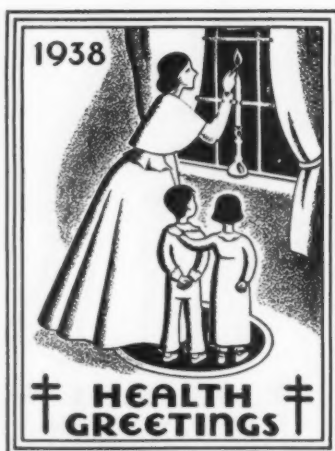
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STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACTS OF CONGRESS OF AUGUST 24, 1912, and MARCH 3, 1933 OF THE AMERICAN PERFUMER, published monthly at New York, N. Y., for October 1, 1938.  
STATE OF NEW YORK } ss.:  
COUNTY OF NEW YORK }

Before me, a notary public in and for the State and County aforesaid, personally appeared Harland J. Wright, who, having been duly sworn according to law, deposes and says that he is the Business Manager of THE AMERICAN PERFUMER, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933 embodied in section 537, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, Robbins Perfumer Co., Inc., 9 East 38th Street, New York, N. Y. Editor, William Lambert, 9 East 38th St., New York, N. Y. Managing Editor, none. Business Manager, Harland J. Wright, 9 East 38th St., New York, N. Y.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.)

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3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, held stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him. HARLAND J. WRIGHT.

(Signature Business Manager)

Sworn to and subscribed before me this 27th day of September, 1938.

ANNA J. HARTMANN.  
(My commission expires March 30, 1939.)

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**franks** Chemical Products Co.  
53-33rd Street, Brooklyn, N. Y.

# ANNUAL ADVERTISING AWARDS

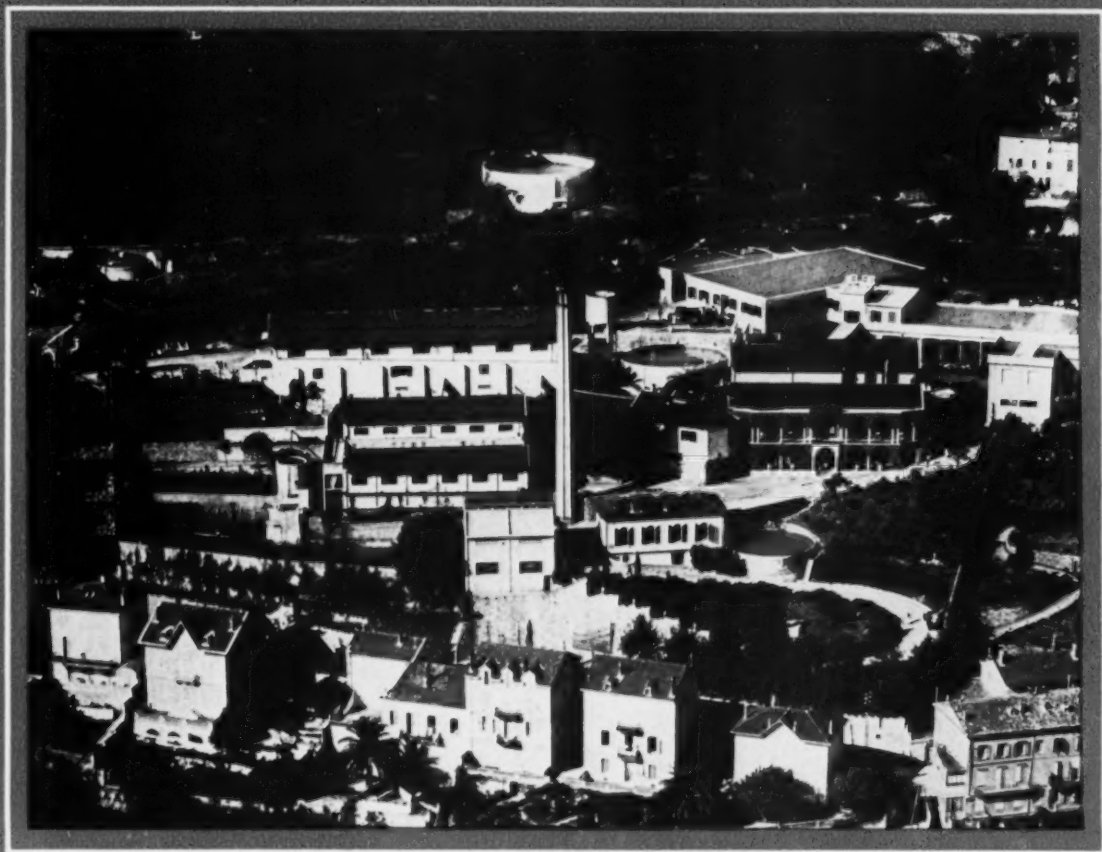
**1938** This is the fourth Annual Advertising Awards under the sponsorship of Advertising & Selling, instituted in 1935 by this magazine as a means of furthering the aims and accomplishments of the original Harvard Advertising Awards of 1924 to 1930. Thirty-three awards will be made for 1938, including awards in the following divisions: For Distinguished Services to Advertising, The Use of Advertising as a Social Force, Awards by Media Groups, Technical Distinction, Research Achievement, Radio Awards. Write in for copy of rules governing submission.

Advertising published in the United States between January 1, 1938, and January 1, 1939, will be judged by the following: MARK O'DEA, *Chairman of Jury of Awards*, O'Dea, Sheldon & Canaday, Inc.;

ELIZABETH ARDEN; HARRISON ATWOOD, McCann-Erickson, Inc.; R. A. BOWEN, The New Yorker; CHESTER R. BOWLES, Benton & Bowles, Inc.; T. L. BRANTLY, The Crowell Publishing Company; FRANCIS E. BRENNAN, Fortune Magazine; MASON BRITTON, McGraw-Hill Publishing Co.; A. O. BUCKINGHAM, Cluett, Peabody & Company, Inc.; P. M. FAHRENDORF, Chilton Company, Inc.; E. S. FRIENDLY, New York Sun; PAUL W. GARRETT, General Motors Corporation; R. L. JOHNSON, Promenade; H. H. KYNETT, Aitken-Kynett, Inc.; J. E. MOOREHEAD, Pennsylvania Grade Crude Oil Assn.; WILLIAM S. PALEY, Columbia Broadcasting System, Inc.; CARROLL RHEINSTROM, True Story Magazine; SHELLEY TRACY, Tracy-Locke-Dawson, Inc.; MARK WISEMAN, The Laboratory for Advertising Analysis.

*All manuscripts and advertisements must be received at the office of F. C. Kendall, Executive Secretary, Nine East Thirty-eighth St., New York City, by 5 p.m. Dec. 31, 1938*





*The* **HOMES**  
*of*  
**CHARABOT**  
PRODUCTS

SHOWING the extensive acreage occupied by the Charabot properties. All devoted to the preparation of deluxe French aromatic preparations for you. Here, indeed, is the ideal location with all facilities at hand, situated in the flowerland of France . . . at the very crossroads of international trade for the import of choice materials from foreign lands. With all the advantages of one hundred and twenty years' continuous operation and with every conceivable improvement of the modern day, in truth, this year finds us better able to serve you than ever before. All these things to the sole purpose of providing you the highest quality in select natural floral products and volatile oils.

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**UNGERER and COMPANY**  
NEW YORK

DEPT. of PHARMACY  
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